ACHIEVE YOUR IDEAL WEIGHT & MAINTAIN IT FOREVER!

Dear Friend,

Congratulations! You are one of the few who do versus the many who talk. I don't know if this is your first time committing to getting fit and healthy, or if you've tried and failed many times before...I don't know if you are someone in pretty good shape just looking to get the edge, or if you have massive changes you need to make in your body...I don't know if you're here because you know you want more out of life, or if the pain of living the way you are prompted you to finally say "no more!" Maybe it's some combination of these for you. What I do know is – because you're here – you've committed to raising your standard.

I also know that this program is like none you have ever tried before – because it begins with and primarily focuses on the *one part of your body* that most affects your weight, your fitness, your overall health and your self-image. I'm talking about the part between your ears! We're going to shed not just pounds but also those limiting beliefs that have been holding you back. We're not just going to change your body or even how you eat or move; we're also going to change your identity into that of someone who's fit and strong, who places immense value on your health, who sees your body as the amazing God-given machine and the sacred temple it is. *That* person will automatically adopt habits that serve them, will naturally avoid behaviors that do harm to their body and gravitate towards foods and practices that give them more energy and more life. And because of this new identity, you are much more likely to maintain your new healthy state and trim body over your entire lifetime as well.

Of course, we *do* give some recommendations here for diet and exercise strategies that have been proven to work, in my own life (where I dropped 30 pounds in 38 days!) and those of thousands of people we've coached. But let's be honest: Most people *already know* what to do to be trim and fit. The problem is they don't do what they know. This program is one that helps you address that once and for all!

Once again, I'm so glad you've decided to take this journey with us. I'm excited for you because over the next 10 days you're going to discover a whole new level of vitality, power and pride – not only in your body but also in yourself for following through. You took action and it's going to show – on the scale, in the mirror and throughout your entire life!

So let's get started!

Live with passion!

Tony Robbins

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The Body You Deserve program is designed to be used by healthy adults 18 years of age or older to lose weight and/or control weight.

If you have special needs, or are younger than 18, consult your healthcare provider for assistance and advice before beginning this program. Special needs include (but are not limited to): pregnant or lactating women, anyone with a chronic disease or anyone who has any medical condition requiring professional attention.

Even if you are a healthy adult, it is recommended that you consult with your healthcare provider before beginning any weight control or exercise program.

If you notice the development of any health problems once you have started a program, consult your healthcare provider immediately.

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Audio production by John Paul Zahody.

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Special thanks and acknowledgement to Dr. Nate Booth, Tony's colleague and friend who helped create and produce the original The Body You Deserve® program.

NOTES

"My legacy is that I stayed on course...from beginning to the end, because I believed in something inside of me."

– Tina Turner

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DAY 1 – TAKE CHARGE OF YOUR MIND, BODY & EMOTIONS

Let's Get Started!

Welcome to The Body You Deserve program and congratulations for stepping up to the starting line! That's the first and most important step of any journey. Many people have given up and are sitting in the grandstand watching – probably eating a couple of hot dogs to boot!

You won't be on your journey alone. You're joined by everyone who's on the same path with you. And the team at Tony Robbins is here to support you and cheer you on, too!

This program is the result of over more than four decades of Tony Robbins helping people turn their resolutions to be trim into realities. It includes all the strategies and tools to help you successfully lose fat and get fit. The Body You Deserve program works – but only when you faithfully do your part. Concentrate your power for the next 10 days by listening to your audios, watching the bonus video and reading and completing the exercises in this workbook. Take action and follow through. Follow Ralph Waldo Emerson's advice: "Do the thing and you will have the power!"

The Body You Deserve program consists of 10 audios, this Action Workbook (in which you'll find your weekly eating and exercise logs) and Summary Cards with empowering questions and beliefs to keep you inspired and on track. The Body You Deserve has three phases that are designed to set you up for success before, during and after you work through the program.

Phase 1: Introduction

The first part is the Program Introduction – Days 1, 2 and 3.

This will lay the groundwork for your success in the program. This is where you'll be introduced to the philosophy and vitally important mindset distinctions that make this work so unique, powerful and lasting. Remember, most of us know what to do – but getting ourselves to actually follow through and stick with a plan is the reason so many diet and fitness plans fail!

Phase 2: How to Do It

In Phase Two: How to Do It, you'll learn how to shift your identity from that of an "overfat," low energy person, to that of a lighter, fit, vibrant and healthy person. As this "new" person, you will naturally make the choices that will create the body you deserve both now and for your lifetime! If you're like most people, you'll also find that you make new and better choices in every area of your life – choices that reflect your new identity and your love and respect for yourself.

Phase Two encompasses Days 4 - 8.

Phase 3: How to Do It for a Lifetime

It's one thing to make a change in the near term where you have the thrill of novelty and the rewards of visible results. It's quite another to make these changes "stick" so that they become your lifestyle that you keep living over time, even once the excitement has faded. This is another reason most plans don't work, and people have lifelong struggles with their weight and their bodies. But in this section, you'll learn the skills necessary to maintain your success over the long term throughout your lifetime.

Phase Three is covered on Days 9-10.

It's best to use this program every day for the first 10 days. Treat yourself to a block of uninterrupted time to listen to the audio, use your Action Workbook and review the Summary Cards. You might want to carry some of the Summary Cards with you each day, or put them on your desk, kitchen counter or computer, depending on what ideas and strategies you're working on.

Some of the days' audio and workbook exercises take longer than others. In each day's checklist, we will give you an idea of how much time you should set aside to complete the next day's material. If you do not have time available that day to finish everything, it is OK to take another day. However, take the extra time only when absolutely necessary. It is most essential that you complete all of the assignments and listen to the entire audio for each day before you continue on to the next day's program. Most importantly, enjoy the process!

Let's Get Started with Day 1!

If you haven't already, listen to first audio. Then please complete the Day 1 section of this workbook. Today is your first step from the starting line. We hope you're excited, because it's going to be a remarkable and rewarding journey to the body you not only desire, but truly deserve!

Review

This isn't a "weight loss" program. This is about you having freedom in your life because you've taken the wheel. You're in charge – not your old patterns or habits, not your limiting beliefs based on what's happened in the past and certainly not any food addictions. The Body You Deserve is about changing the way you think and giving yourself the certainty that will help you stick with the "new normal" that you've created for yourself. Make the decision to do this program full out and you'll find the process will not only make you slimmer and fitter, but also more energetic, more powerful and more proud!

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3 Steps to Lasting Change

There are three steps to making any major change in your life. In this program we're applying it to your body, but you'll see that it applies to pretty much anything you do where you may currently be stuck in a rut or a habit. Doing any one of these on its own will make a difference, and combined they give you the power to make massive, lasting changes.

Step 1: **Raise Your Standards**

Achieving a quality lifestyle with vitality and energy is not just a desire. It's a MUST!

What have you been settling for in life? What have you been tolerating and accepting as "just the way it is" or "just the way I am?" If you want to make any change, especially when it concerns your body, you have to decide that where you are now is simply not good enough. It may sound obvious, but you have to make your current state unacceptable. It can't be just a desire, a dream or a wish to have a better body, full of energy and vitality. It's got to be a MUST!

Decide now that you have a new, higher standard for what you'll accept when it comes to your body and your health, and you'll do whatever it takes to meet that new standard. Anything less is not worthy of you!

Step 2: **Change Your Limiting Beliefs**

The only enemy you have in creating change is doubt. Create a sense of certainty!

Your biggest enemy in your quest for a better body isn't food. It's doubt. If you've tried and failed to lose weight or follow a plan in the past (and who hasn't?) especially if this has happened more than once, you may be in a state of "learned helplessness" where your beliefs are telling you that there's nothing you can do, that any effort is doomed so why even try? This mindset is poisonous because it will cause you to give a half-hearted effort where failure becomes a self-fulfilling prophecy.

What you want to do is give yourself a sense of certainty by focusing on all the reasons that you *can* succeed.

Instead of allowing yourself to believe that your body issues are *permanent* ("I'll never be able to lose weight"), *pervasive* ("Because of this my whole life is ruined") or *personal* ("I just don't have what it takes"), believe instead that your past does not have to equal your future, that you have a lot of other things going right in your life and that there's nothing others who have succeeded possess that you don't. If they can do it, so can you!

Step 3: **Change Your Strategy**

Create a step-by-step procedure to help you once and for all gain the body you deserve for life!

Once you've handled your inner game, we can start to focus on what you're actually *doing* – your strategy. Most people have heard the old saying attributed to Albert Einstein about the definition of insanity: doing the same thing over and over and expecting a different result. Many other programs fail because they focus only on strategy without addressing the mindset steps covered above.

That said, *stop* doing the same old things that you already know don't work for you – like depending on willpower, for example! The same goes for following a diet that's so strict it makes you miserable or a workout plan that could never fit into your lifestyle. These things are unsustainable for most people. Set yourself up to win. Use the strategies in this program – even if you think they're a little outrageous at times! – to create a new plan that will help you get the results you want and the body you deserve.

The 6 Steps of Neuro-Associative Conditioning (NAC)

How do people who transform their lives actually get their results? How can we model them and come up with a process that works for us? After studying thousands of people who have been successful in making massive changes – both in their body and in other areas of their lives – some patterns emerged. There are ways people use their minds consciously to get themselves to do the things that used to be hard. They learned to associate pleasure to the behaviors they wanted and pain to the ones they wanted to stop, instead of associating pleasure to unhealthy foods the way they used to. The good news is, these techniques are easy to learn! We call it Neuro-Associative Conditioning or NAC for short. Here are the six steps. You'll want to do them in this order:

Step 1: **Decide What You Really Want!**

Define a compelling future, because whatever you focus on, you move towards.

First you need a vision for what your ultimate result looks like. This future has to be something you really want, something where getting there would be immensely pleasurable, not a "should." Define a compelling future that really inspires you, so you'll want to focus on it. How will you feel when you get there? Will you be vital, proud, excited? Important: never focus on what you *don't* want, or all the reasons you may have failed in the past, because *whatever* you focus on you move *towards* and get more of. Focus on where you want to go, not on what you fear. Also, get real on what's been stopping you from having it.

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Step 2: **Get Leverage! Make the Change a Must!**

The ultimate leverage to create change always comes down to our ability to change what we link pain to and what we link pleasure to.

Turn your "shoulds" into "musts" by linking massive pain to your current behaviors (and what the future holds if you don't change) and pleasure to making the change. Instead of focusing on the pain of saying no to the cheeseburger and fries, focus on the pain of how you would feel *after* you eat it or of your ultimate future if you continue down that road without making a change.

Conversely, instead of focusing on the pleasure of eating something "bad," focus on the pleasure of what your new life will be like when you have the body you really want. Think of all the things you'll get to be, do and have and how you'll feel. Think of how great you'll feel in the near term after eating a healthy meal that fills your body with energy.

Step 3: **Interrupt the Limiting Pattern!**

You can't put something new in when there's already something filling the space.

Even with all this new commitment and energy, change is not automatic. You may *want* to change, but patterns of behavior are hard to shift. Many of these are not even conscious, so once you're triggered, you do them without even thinking

You can't just decide to change an ingrained habit. You first have to break the old, limiting pattern by interrupting it. This must happen before you can replace it with something new. You'll discover lots of ideas for pattern interrupts later on in this program. Get ready to be surprised, because some of them are pretty fun, creative and outrageous!

Step 4: **Create a New, Empowering Alternative Pattern!**

Find something that gives you the positive feelings you originally wanted from food.

Once you've interrupted the old pattern, now you need to train your brain to do something new. The best alternative is something that gives you the feeling or state you originally sought from consuming unhealthy types or quantities of food.

Step 5: **Condition the New Pattern Until It's Consistent!**

Ensure your new choices become your lifestyle by conditioning them to become habits.

It's not enough to come up with an alternative; you have to repeat it until it's conditioned. You weren't born with the habits you have now. Your old behaviors became habits through repetition that "conditioned" you to keep repeating them. The good news is that *any* behavior that is consistently reinforced will eventually become a conditioned pattern or habit – *including* the new ones you'll consciously choose during this program!

Make your new empowering choices as automatic as overeating or skipping exercise used to be for you. It helps to reinforce them both mentally and physically, like when you learned tie your shoes. Eventually you'll do them without thinking. This will ensure that these new behaviors become your lifestyle.

Step 6: **Test It!**

Test your new mindset, strategies and skills by making sure that past triggers no longer hook you and that it's easy for you to live by your new choices, standards and beliefs.

The ultimate test is living your daily life. It's one thing to go away to a seminar or sit alone in your home and be able to make a change. What you need to do is to be able to put yourself in environments and situations that were once triggers for your old behavior patterns – like parties, restaurants, going to the movies or sporting events, etc. – and still practice the new ones you've chosen and conditioned.

This is how you know that the changes you have made actually work and will last even when challenges come. This is when you've truly achieved freedom!

UPDATE: THE 7TH POWER

There is now a seventh step to N.A.C. known as The Seventh Power. The Seventh Power is all about creating an environment (such as a carefully chosen peer group) that consistently reinforces the new standard. This is essential for the changes you are making to "stick" (rather than your old disempowering or unhealthy habits).

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DAY 1 – TAKE CHARGE OF YOUR MIND, BODY & EMOTIONS

Golden Nuggets from Day 1

In each session of The Body You Deserve, we'll pull out some of the most impactful and inspirational quotes for you. For more inspirational takeaways, check out the Summary Cards you received with this program!

- Lots of people know what to do. The true successes in life do what they know!
- Repetition is the mother of skill.
- Focus on what you desire! (*Not* on what you fear or don't want!)
- Consistency produces lasting results!
- Nothing tastes as good as thin feels!
- If you keep doing what you've always done, you'll keep getting what you've always gotten!
- If you sow consistently, you will reap consistently!
- If you have enough *why* in your life, you will always figure out *how* to get what you want!

Your Assignment: Exercises for Practical Application

1. **Answer the following question: "What do I really want?"** As you write this, get excited and be specific! What does the result really look like for you? How do you want to look? How do you want to feel? More vibrant? More peaceful? More powerful? Looking forward to the future, how is your life different than it is today?

2. **Now answer this question: "*Why* am I absolutely committed to creating a lighter, healthy body in the weeks ahead?"** (What will doing this give you? In what ways will it improve your life? Answering these will help you associate even more pleasure to the result you want!)

3. **Write your reactions to Day 1 of this program.** What have you learned so far about creating the body you deserve? What are you absolutely committed to doing in the next 24 hours to make the body you deserve a physical reality? (Remember, never leave the site of setting a goal without taking an action towards its completion. What can you do now to move the ball forward? Could you call a friend and share your goals or ask them to be your buddy? Could you clean out your fridge of unhealthy foods?)

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4. **Below is a sample Eating Diary. In the back of this workbook, you'll find blank Eating Diary pages where you will write in detail everything you eat and drink for the next 30 days, including how much water you drink, starting today.** If you think this sounds boring, or like something you can skip, think again! Studies show that people who write down what they eat and drink *lose twice as much weight* as those who don't![1] Like other habits and patterns, many of us eat mindlessly. Keeping an Eating Diary keeps you aware (and honest). It's a simple practice with a big impact, and it only takes a few minutes a day. It's worth it!

   Example Eating Diary:

DAY # 1 — (X) T W T F S S

	BREAKFAST	LUNCH	DINNER	SNACKS
FOOD	Hard boiled egg, steamed broccoli	Turkey sandwich, carrots	Grass-fed steak, half baked potato, asparagus	2 handfuls of Almonds, Apple with almond butter
DRINKS	Organic coffee with almond milk	12oz green tea	1 glass red wine	

WATER / HYDRATION
(Water, Sparkling Water, Greens or Electrolytes. NOT Soda, Coffee, Juices)

8oz 8oz 8oz 8oz 8oz 8oz 8oz 8oz
8oz 8oz 8oz 8oz 8oz 8oz 8oz 8oz

DID I MOVE? (✓) N — 20-minute walk with Carl, my dog (Activity)

DAY # 2 — M (X) W T F S S

	BREAKFAST	LUNCH	DINNER	SNACKS
FOOD	Green ginger smoothie with avocado and unsweetened coconut milk	Large green salad with avocado, walnuts, pecans and pine nuts	8oz of free range chicken, broccoli, butternut squash soup	1 handful of M&Ms ☹ Almond muffin
DRINKS	Organic coffee with almond milk	12oz green tea	Sparkling water with lime	

WATER / HYDRATION
(Water, Sparkling Water, Greens or Electrolytes. NOT Soda, Coffee, Juices)

8oz 8oz 8oz 8oz 8oz 8oz 8oz 8oz
8oz 8oz 8oz 8oz 8oz 8oz 8oz 8oz

DID I MOVE? (✓) N — 22-minute walk with Carl (Activity)

1 Hitti, Miranda. "Weight Loss Study: Keeping a Food Diary Helps Shed Extra Pounds." *WebMD*, WebMD, 8 July 2008, https://www.webmd.com/diet/news/20080708/keeping-food-diary-helps-lose-weight.

Checklist of Outcomes for Day 1

- ❒ **1.** Review the audio from Day 1 and listen again to key sections that had extra meaning for you.
- ❒ **2.** Record everything you eat and drink in the Eating Diary at the back of this Action Workbook. (You can't change what you're not aware of!) Commit to completing this after every meal and snack. If you forget, go back and try to remember, and enter your food and drink intake afterwards. (Don't skip anything!)
- ❒ **3.** Move 15 minutes more than you usually do. If you are already active, what can you do to challenge yourself that much further? If you normally walk, could you run for one minute for every five? In what other creative ways can you add more movement into your day? Could you exercise while watching TV? Take the stairs at work instead of the elevator? Play outside with your kids? (Always consult your physician before beginning any exercise program.)
- ❒ **4.** Ensure that you've completed all the exercises in the Practical Application section and read through your answers. What stands out to you? What does it tell you about yourself?
- ❒ **5.** Reserve about 90 minutes tomorrow for Day 2 of your program. First, you will listen to the second audio. Then, you'll read and do the exercises in the Day 2 section of this Action Workbook.
- ❒ **6.** Live the next 24 hours with passion and purpose!

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Review

If you completed your assignment from Day 1, you've got a better idea – if not crystal clarity – on what you really want out of this process and why. That's a great start, but obviously it's not enough. If all it took to get everything we want was knowing what it was, we'd all have perfect lives. There are things that are stopping you from achieving your goals – or that have been until now:

Mixed Emotions / Neuro-Associations

Remember back in Day 1 we talked about neuro-associations. These are connections our brain makes – often without our being consciously aware of it – to help us know if doing something will mean pain or pleasure. We often get in our own way when making a change we say we want because our brain isn't sure whether making this change will mean pain or pleasure – or because we see the change as a "mixed bag" that will bring both pain *and* pleasure into our lives.

Whenever we have mixed emotions about a change, we have challenges. If we link pain and pleasure to the same thing, our brain tends keep us stuck in the status quo even if it's not what we want. We will often sabotage our best efforts in an attempt to shield ourselves from pain and then wonder what on earth caused us to behave so counter to our goals. Or we stay in a painful situation because on some level we get some pleasure from it, even if it's only certainty. If you want to be trim and attractive, but on some level you worry about all the attention that might bring, that's a mixed neuro-association and a recipe for trouble.

Definition

Belief

A belief is simply feeling of certainty as to what something means.

It's like a table with legs, where the legs are your reference experiences and the belief is the tabletop. The more sturdy the legs, the stronger the belief. Unfortunately, you can build a strong "table" of limiting beliefs as well, built on legs of all the times you may have failed in the past or were rejected because of how you looked, how you performed athletically etc.

Creating the body you deserve is not dependent on your age, your sex, your IQ or your heredity. None of these is the most important factor or even close. Not even diet or exercise matters as much as this: **the #1 predictor is *your own belief that you will succeed!*** This is what will keep you going and sticking to your new healthier habits even when the going gets tough or you aren't seeing results as fast as you had hoped. Not even the best diet or exercise plan stands a chance without your belief in your ability to succeed.

One belief you will definitely want to adopt when you're making any major change is this one you've probably heard before – and it's worth repeating: *The past does not equal the future!*

As you proceed through this program, you will find your belief getting stronger and stronger, until your belief will transform into "BE." *You will BE a person with a light and healthy body!* One day at a time, you will create and collect the references needed to support the belief that you can and will create the body you deserve! And you are doing it right now!

Model Others for Success

Even if you don't have any personal experiences to draw on to help you with certainty, you can always look at others who were once where you are now and who got where you want to go. It's important that you learn to model success. There's no reason to "reinvent the wheel" when you probably know a number of people who have gotten the result you want.

In addition to the strategies presented in this program, you'll want to talk to several people you know who have created light and healthy bodies. Interview them in detail to find out how they did it. Learn the beliefs that support them and the actions they take to live a vital and healthy lifestyle. Find out not only what they do, but how they think. Do they see exercise as fun and exciting or a chore? Do they believe healthy food is just as delicious – or even tastier – compared to junk food?

Envision It to Make It Real

Finally, you can build the belief inside yourself that you can succeed by drawing on your own imagination. Envision yourself the way you want to be in every aspect. Get emotionally involved in your vision and really feel it. The brain can't distinguish between that which is "real" and that which we vividly imagine. Once you've conditioned your mind to believe your desired reality is real, it will do everything to help you bring the physical world in line with your vision.

Remember, being certain is completely different than wishing or hoping. If you wish or hope for the body you want, you're seeding doubt in your mind.

Also realize that you may not even be aware of your limiting beliefs for what's possible for you. Like the elephant in today's audio, who was so trained to believe he was chained to one spot that even a little string could keep him there, you may be living with imaginary chains to how things have always been for you in the past.

Avoid this "learned helplessness" by checking these beliefs: Are you seeing your situation as *permanent* ("This can never change"), *pervasive* ("Because of this everything in my life is ruined") and *personal* ("There's something wrong with *me*")?

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10 Characteristics of Success

There are 10 characteristics that you'll find over and over again in people who permanently create the light and healthy bodies they deserve. These people succeed in whatever they put their minds to – well beyond their physical bodies – because of these characteristics. The phrases below express their winning attitude and mindset (note the different emphasis of certain words in the first three phrases):

1. **I *must* do it:**

   "I've reached my threshold. I must lose the fat *now*!"

2. ***I* must do it:**

   "I take full responsibility for creating the body I deserve."

3. **I *can* do it:**

   "My belief in my ability to be trim now is the #1 predictor of my success."

4. **The past does not equal the future!**

   "Yesterday doesn't matter. Today is a new day where I know better and I can do better."

5. **I'm prepared! I have an effective strategy!**

   "I'm learning a proven approach that is putting me on the fast track to success."

6. **Becoming trim is a challenge!**

   "I look forward to overcoming this challenge. It's like a game I want to win."

7. **I am not my behavior.**

   "I'm a human being, not a human doing."

8. **I concentrate my power on my challenges!**

   "I'm focusing my time and effort on one outcome – the one I really want."

9. **I have realistic goals.**

   "I have a realistic expectation of what I can achieve and the rate at which I can achieve it. I know it's possible for me."

10. **I'm going to enjoy the process!**

    "Becoming trim doesn't have to be boring or unpleasant. I commit to have fun along the way."

Golden Nuggets from Day 2

- For every disciplined effort, there is a *multiple reward*!
- A belief is nothing but a feeling of certainty about what something means.
- The past does not equal the future!
- Success leaves clues! (You can model the success of others.)
- There is always a way to achieve any outcome you desire in life if you're committed!
- Make a commitment to CANI! – Constant And Never-ending Improvement!
- Seeking out and learning from successful role models will provide the references to keep you on a path of CANI!
- A compelling vision provides the direction to design your future.
- Don't just go for the goal. Enjoy the process.
- Do the thing and you will have the power!

Your Assignment: Exercises for Practical Application

Limiting beliefs come out as things we say without even thinking, and they also act like programs running in the background. We can't counteract our limiting beliefs until we identify them.

1. **In the left column below, list your limiting beliefs**. **Then, one at a time, cross each one out and replace it with the corresponding empowering belief in the right column.** We've started you off with some examples.

My Limiting Beliefs about Losing Fat	My Empowering Beliefs about Losing Fat
~~"I'm too old!"~~	"Lots of people my age and older have succeeded. If they can do it, I can do it!"
~~"I have don't have the discipline."~~	"Whatever I set my mind to, I will accomplish."

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2. It's extremely important that you use as many references as possible to act as table legs to bolster your belief that real change is possible**. In the spaces below, write as many references as possible from the following three areas:**

- Times in your life when you stayed on a reasonable eating and exercise plan for a day, a week or a month. (If you can stay on a reasonable plan for a day, you have the ability to do it for the rest of your life!)

- Other areas of your life where you have created a result that took time, effort and persistence to achieve. What are some things you thought were difficult or impossible that you managed to achieve?

- People that you know personally, or know of, who have lost fat and done a good job of keeping it off over the long term.

3. **Pick three people you wish to model who have created the results you want**. Learn as much as possible about them and add more details over the days ahead.

   Model #1 Name: _____

   Beliefs:

   _____

   _____

   Actions:

   _____

   _____

   _____

   Model #2 Name: _____

   Beliefs:

   _____

   _____

   Actions:

   _____

   _____

   _____

   Model #3 Name: _____

   Beliefs:

   _____

   _____

   Actions:

   _____

   _____

   _____

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4. **On a scale from 0 to 10 – 0 being "That is totally unlike me" and 10 being "That is absolutely like me," – where are you at this time?** In the space provided, write one or two immediate changes in your beliefs or actions that will take you to the next level. (If you gave yourself a "5" on "I'm going to enjoy the process", what would it take to make it a 7? Could you list all the healthy foods you actually love but rarely buy? Or take a cooking class and get creative in the kitchen? Or try out the hot new vegan restaurant everyone in your town is talking about?)

	Rating 0-10	Changes to Move to the Next Level
1. I *must* do it! (This change has to happen)		
2. *I* must do it! (It's up to me and only me)		
3. I *can* do it! (It's possible for me to succeed)		
4. The past does not equal the future.		
5. I'm prepared. I have an effective strategy.		
6. Becoming trim is a challenge. (And challenges are exciting)		
7. I am not my behavior.		
8. I concentrate my power on my challenges.		
9. I have realistic goals.		
10. I'm going to enjoy the process!		

5. **Write your reactions to Day 2 of this program.** What you have learned so far about creating the body you deserve and what you're absolutely committed to doing in the next 24 hours to make the body you deserve a physical reality!

Checklist of Outcomes for Day 2

- ❒ **1.** Listen again to the audio of Day 2 if you wish and note any new distinctions. What stood out to you as especially relevant to your situation? What did you learn about yourself?
- ❒ **2.** Record everything you eat and drink in the Eating Diary at the end of this Action Workbook.
- ❒ **3.** Move *two more minutes* than yesterday, which will be 17 more than you usually do. (Can you extend your workout by a few minutes or a few repetitions? Walk an extra block? Do some of your work standing instead of sitting at your desk?)
- ❒ **4.** Ensure that you've completed all the exercises in the Practical Application section and read through your answers. What did you learn? What are one or two distinctions you discovered that will make a difference for you moving forward?
- ❒ **5.** Reserve about an hour and 45 minutes tomorrow for Day 3 of your program. First, you will listen to the third audio. Then you will read and do the exercises in the Day 3 section of this Action Workbook.
- ❒ **6.** Live the next 24 hours with passion and purpose!

"Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own powers you cannot be successful or happy."

– Norman Vincent Peale

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Review

Today you moved on to the second step of the 7-Step Neuro-Associative Conditioning process – get leverage!

Getting Leverage

Definition

Leverage

Make change an absolute "must" by associating massive *pain* to not changing now and massive *pleasure* to the experience of changing now.

Leverage makes changing pleasurable and – even more important – failing to change painful. After you've decided what you really want, you must create leverage to get (and keep) yourself going. Desires without leverage are merely wishes and want-tos – and just wanting isn't enough to propel yourself to take consistent action when old habits try to lure you back to the status quo.

The fact is, most people won't change unless they feel they really have to – until their back is against a wall. People only begin to make real changes when they see change as important and urgent – and that's where leverage comes in. Sometimes leverage is built in or naturally occurring; for example, the wedding is in 90 days and you know you need to fit into that dress by then – plus there will be photos of you from that day that will last *forever*.

Sometimes, though, we have to manufacture the leverage we need to make the change. It's worth it! With enough leverage, you will turn your resolutions into a reality!

Examples

Here are a few examples of creating leverage that are in today's audio:

- Wearing an article of clothing that is one size too small
- Writing commitment letters to three people you respect
- Getting a buddy and losing fat together
- Obtaining a bag of fat equal to the amount of fat you plan to lose and carrying it with you for 24 hours

These are just a few ways to create strong leverage for yourself. What's important is that you choose stakes that are meaningful to *you*. Some people pledge to donate money to a cause they hate if they don't follow through on their commitments. Others document their commitments publicly on social media so that all their "friends" can track their progress and hold them accountable. Not all leverage is painful. You can also create leverage by promising a reward (*not* food!) if you meet your goal.

The Ultimate Success Formula

The Ultimate Success Formula is a simple process you can use to succeed at anything. It has just four elements:

1. **Know what you really want (your outcome or result) and the reasons why (your purpose).** You need clarity above all else.
2. **Take massive action!** You took massive action to get into your current situation, even if it was over a long period of time. You need to take action that's just as big and strong to get out of it.
3. **Notice what's happening as a result of your action.** Is it working or not? So many people continue doing what's not working simply because they don't evaluate their strategies. If you don't like the result you're getting, the final step is…
4. **Change your approach until you get results**. Even if you don't know what to do, simply try something different. After all, you already know that what you're doing now is not working – so any other approach gives you a chance of improving, even if at first it sounds a little crazy (like intentionally buying clothes a size too small)!

The Dickens Pattern

What if you had a time machine that let you "see" your future and then go back and change your current behavior to create a different, better outcome? That's what running the Dickens Pattern does for you.

Just like Scrooge in the famous Charles Dickens story, *A Christmas Carol*, when you do this exercise, you get to visualize your likely results if you continue on as you are now. If you did the exercise while listening to the audio, how do you feel now that you've vividly experienced two possible visions of your future?

The Body You Deserve program is all about giving you more choices in your life, not fewer choices. The bad news is that stacking your current behavior on top of itself over time – even if it seems like no big deal today – may be leading you to a disastrous outcome. But the great news is that you have the total freedom to choose a different path. You now have a rock-solid realization of what it's going to be like five, 10, even 20 years into your future with an overfat body and with a light and healthy body. It's your decision as to which path you want to follow. Your daily decisions are the individual footsteps along that path.

Over the next two days of this program, you will learn new ways of eating and moving that have been proven to be among the best daily decisions anyone can make to ensure a fit, strong, trim and healthy body for life. Be prepared to surprise yourself with the ease at which you will *make the right decisions now* to create the body you deserve!

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Golden Nuggets from Day 3

- Successful people do what the failures won't.
- Every action you take, you take for one of two reasons – either out of your need to avoid pain or your desire to gain pleasure.
- People will usually do more to avoid pain than they ever will to gain pleasure!
- Saying it's "not that bad" is how you stay where you are. Stop tolerating less than you want and deserve.
- You begin to create change when you see change not only as important but urgent.
- Many of us get so caught up in our habits that we lose our identity.
- Live CANI! (Constant and Never-Ending Improvement) – each day make a tiny new distinction that moves you in the right direction.
- Give yourself the total joy and pleasure of every personal victory.
- Put yourself in a pot of boiling water...and then jump out of it right now! Don't slow boil yourself to death!
- Make the body you deserve urgent and important!
- Every day is Christmas morning! Every day you have a chance to change direction towards a new destiny.

Your Assignment: Exercises for Practical Application

1. **List three examples where you've made a major change in your life.** What kicked you over the edge? And what was the leverage that compelled you to make the change? For the first two examples, if you can, choose times that you successfully lost weight. For the third example, choose any unproductive activity you did for a long time – maybe even years! – that you suddenly stopped doing and have never done again.

   EXAMPLE #1: Remember a time when you lost weight:

   1) What was your belief?

   2) What were you anticipating?

   3) What was the leverage?

   4) What did you think about?

   5) What did you learn?

EXAMPLE #2: Remember another time when you lost weight:

1) What did you say to yourself or someone else?

2) Did someone say something to you?

3) What was the leverage?

4) Who did you meet who became a model of major change?

5) What did you learn?

EXAMPLE #3: Remember a time when you stopped doing a behavior you had done for a long time, and have never done since:

1) What did you say to yourself or someone else?

2) Did someone say something to you?

3) What was the leverage?

4) Who did you meet who became a model of major change?

5) What did you learn?

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2. **Go through the Dickens Pattern in the audio. In the space below, write the price you'll have to pay if you don't change now and create the vital, healthy body you deserve.** Be sure to cover all the important areas of your life – physical, emotional, spiritual, relationships and business. If this is your future, what has happened to your sense of pride and self-esteem? What example will you have set for others?

   Make your descriptions vivid!

Remember, allowing yourself to feel bad deliberately for just a short period of time creates leverage.

Move on only when you are absolutely certain that your brain says, "I've had it! There is no possibility that I am ever allowing myself to be this way again!"

3. Imagine you now have the knowledge that you will never have to feel bad again because there is nothing to feel bad about – if you start to make the necessary changes *now*.

In the spaces below, write all that you will gain, experience, hear, see and feel in the years ahead when you *do* change now – when you are the more energized, more passionate, more vital and alive person you are committed to being.

1) What will you gain?

2) How will you look when you see yourself in the mirror? Describe your body in detail.

3) How will people positively react to the way you look?

4) What will you be saying to yourself and what will others be saying about you?

5) Who will you affect and how will that affect you?

6) What will you have accomplished at home and in your work?

7) Stand the way you would be standing if you felt passionate and alive, balanced, healthy and vital. Feel it NOW and write these feelings down.

Feel the excitement of knowing that every day you get to look forward to a more compelling physical body that gives you the energy and joy you deserve and that you can share that with all those you care about, with all those you love!

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4. **Write three commitment letters or emails now to people you respect.** Be sure to use your own words and allow yourself to express your authentic emotions. A sample letter is below.

> To: Karen Chin
>
> From: Robert McCarthy
>
> Subject: My Commitment to You
>
> July 3
>
> Dear Karen,
>
> Karen, you've been one of my best friends for years now. I trust and respect you immensely. I want you to know that I am absolutely committed to live a healthier lifestyle, to take off excess weight, to maintain a healthy diet and to develop a program of exercise that brings vitality back into my life.
>
> I have made the decision that I must respect myself, and I have too much respect for you to ever go back to my old ways. If I do not hold up to my decision, I want you to call me on it, even in public if necessary. I want you to know that I am not going back, so you will never have to do this. This is what I stand for and this is who I am.
>
> I have shifted the quality of my life not for just a day, not for just a week, not for just a party, but forever.
>
> Committing to you now will help me follow through on my pledge. I'll keep you informed of my progress, and when we get together each month, you'll be able to see it.
>
> I really appreciate your friendship and support!
>
> Love,
> Robert

5. **Write your reactions to Day 3 of this program,** what you have learned so far about creating the body you deserve and what you're absolutely committed to doing in the next 24 hours to make the body you deserve a physical reality!

Checklist of Outcomes for Day 3

- ❒ **1.** Review what you learned in Audio 3 and re-listen to any parts that moved you. It may help to re-listen to the Dickens Pattern section when you do that exercise to get you "in the mood."
- ❒ **2.** Complete the exercises in the Practical Application section, including your three commitment letters or emails to the people you respect!
- ❒ **3.** Record everything you eat and drink in the Eating Diary in the back of this workbook.
- ❒ **4.** Move *19 more minutes* than you usually do – just two minutes more than yesterday. Can you extend your walk or workout by just an extra two minutes? Or jump up from the couch and move during commercial breaks or during the opening credits of the show you're binge-watching?
- ❒ **5.** Buy an article of clothing that is one size too small and wear it regularly to remind yourself to make the decisions that will lead to the outcome you desire.
- ❒ **6.** Get a buddy and decide to lose fat together.
- ❒ **7.** Obtain the appropriate size bag of fat (or other weight that gives you leverage) and carry it around for 24 hours!
- ❒ **8.** Reserve about two hours tomorrow for Day 4 of your program.
- ❒ **9.** Live the next 24 hours with passion and purpose!

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DAY 4 – THE BEHAVIOR CHAIN: HOW TO INTERRUPT OLD PATTERNS

Review

Welcome to Day 4 of The Body You Deserve program. If you haven't done so already, listen to Audio 4 before diving into this part of your workbook.

Congratulations on staying with this program and getting this far. You're doing great!

Now, do you agree with that last statement? Or are you arguing against yourself and thinking of everything you've done so far – or *not* done – that isn't perfect?

Today we're interrupting old patterns – and the very first one is the one that almost everyone has: focusing on what's wrong instead of what's right, especially about themselves. People tend to focus on how hard it is to make a change and all the ways they've failed or haven't mastered it yet. Instead, what if you focused on progress?

Simple awareness is huge progress! The fact that you are becoming aware of what you're eating and drinking and why puts you miles ahead of where you probably started. Most people eat mindlessly, and then wonder why their body looks the way it does and has no energy. You are definitely not there anymore, especially if you've been keeping your Eating Diary. (Have you stopped doing that? It happens! Don't worry about being perfect. Just start again and do the best you can. It makes a huge difference! Remember, those who record what they eat lose TWICE as much weight as those who do not.)

How else could you measure your progress? Could you notice how much better you're feeling? Could you acknowledge yourself and record every time you resisted an urge or made a better choice? *Don't* use the scale to measure your progress, or at least not *only* the scale, because it's only one indicator and often not the most accurate one. You may want instead to measure your BMI (Body Mass Index) now and later to see the difference. Catch yourself doing things *right* and reinforce yourself for everything. It all counts!

We all have patterns of behavior that make us operate on autopilot and the ones around eating are among the most challenging to shift on your own. This is why most people fail to lose weight no matter what "diet" they try – and even when they do, they gain it all back and then some. But today, you are getting the strategy that will help you to interrupt those patterns and take back control of your life. One of the main components of your patterns around eating are your habits.

Habits

Definition

Habit

A conditioned pattern of behavior that happens repeatedly because:

1. There are a lot of triggers signaling you to do the behavior, and
2. There are a lot of built-in positive consequences rewarding the behavior.

Habits are incredibly powerful, and they are actually your best friend! (Wait, what? Aren't habits what got you to needing this program in the first place? Yes – and they can also get you *out* of that place. That's what today's training is all about! We are going to redirect and use the power of habit to get you the body you desire and deserve.)

Your brain is key to making these changes – but not by "thinking about it." That's why willpower just doesn't work, even when you decide and say – and *really mean* – that you want to make the change.

Here's why. Every time you experience a significant amount of pain or a significant amount of pleasure, your brain wants to be able to duplicate the experience of pleasure and avoid the experience of pain in the future. So it creates what we call a neuro-connection. This is literally a nerve connection in your brain. As the habit is repeated, the connection gets stronger and stronger until the nerve fibers form a "trunk line" that is like a thick cable. This nerve trunk line is not just a concept – it is a physical reality in your body! You can't think your way out of something that's physical! Willpower hasn't got a chance. You must slash that trunk line and create a new trunk line that naturally and *automatically* leads you to where you want to go!

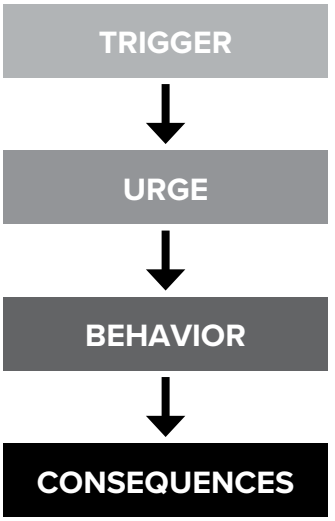
This is just another way of saying what we've talked about earlier in this program. To counter the force of this pattern and "rewire" your brain, you must:

1. Interrupt your limiting pattern
2. Create a new empowering pattern
3. Condition the new pattern until it's consistent

Sound familiar?

The Behavior Chain

Your habits get ingrained because of what we call the Behavior Chain, a process that keeps repeating over and over. Here's a diagram of the process:



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Your eating triggers are the first link in the chain. They are what make you think about food in the first place.

Triggers signal you to eat by automatically creating an urge to eat. The urge is the second link in the chain. The urge is often not from real hunger, but what we call a "counterfeit urge." It's something you're actually creating yourself.

Even though you're not *really* hungry, unless the urge is reduced, it will lead to the behavior of eating (the third link in the chain) if food is available.

After you eat, you experience the consequences of eating. Positive consequences (great-tasting food) will tend to cause you to repeat the behavior because your brain is always looking for ways to gain pleasure. Negative consequences (the food adding fat to your body) will tend to cause you not to repeat the behavior because your brain is always looking for ways to avoid pain. However, the pain of becoming fat isn't immediate – you don't instantly gain 20 pounds after eating one piece of chocolate cake – so it's not as present and "real" to you. The pleasure of the food is much more intense in the moment.

The Recency Factor

We just covered the possible consequences after running through the whole Behavior Chain one time. But what happens after that? Here's how the Behavior Chain becomes an endless loop. Consequences that happen right after the behavior (great-tasting food) have much more power than delayed consequences (the food adding fat to your body).

So what happens after a behavior (such as a person eating that chocolate cake) where there is a recent positive consequence and a delayed negative consequence? Which consequence has the most power? You guessed it! Unless the person takes some specific action, which we'll talk about below, the recent positive consequence always wins. The person is rewarded for eating the cake. They will tend to remember that vividly, and eat more of it in the future. It becomes a mental cue, which we'll cover in a moment.

What would happen if a glob of fat the size of a slice of cake would jut out of your stomach right after you ate the cake? Do you think this would affect your behavior? You bet it would!

This explains why it is absolutely crucial to bring the negative consequences of eating the cake vividly into the present with your mental focus. We'll explore how to do that below.

Break the Behavior Chain at the Trigger Link

The first place you can break your Behavior Chain is at the trigger link. Triggers are what signal you to eat. There are three primary kinds of triggers:

1. **External cues** – Sights, sounds, touches, tastes and smells in your external world. This includes the people in your life who offer you food, that donut shop you pass every morning or the smell of buttered popcorn at the movie theater. It also includes advertisements. (Companies that want to trigger you to have an urgent desire to buy and consume their products know exactly what they are doing!)

2. **Mental cues** – Sights, sounds, feelings, tastes and smells that you create in your internal world. These are the questions you ask yourself that cause you to focus on and even obsess about food.

3. **Physical cues** – Physically being hungry. This can happen when you've gone without a meal for a while and is natural.

Physical cues are real eating triggers and should usually be followed with eating a comfortable amount of healthful, life-giving foods. But external cues and mental cues are triggers that *aren't* real. They're counterfeit and should be followed not by eating but with any activity or thought that can break the behavior chain.

Overeating is almost always the result of allowing yourself to be triggered by external or mental cues! Because you can't control or eliminate all the cues, you need the ability to interrupt your pattern of knee-jerk responding to the urges the cues create. The more you do it, the better you will get! It also helps to be more aware of your individual cues and eating patterns.

Be Aware of Your Eating Patterns, Triggers and Cues

This is why awareness of your eating patterns is so important. The awareness will pull you out of autopilot and help you correctly identify those counterfeit eating triggers. At this moment, your Eating Diary is your strongest awareness tool. Use it daily! You might also note in the margins if you noticed what triggered you to eat.

There are seven kinds of external counterfeit cues that you will want to be aware of:

1. **Location cues:** A particular room, a certain chair or the sofa, your desk at work. Do you always snack when you are in one of these places?

2. **Activity cues:** Starting or stopping a particular activity such as playing cards, watching sports or driving. Do any of these feel incomplete without a certain food?

3. **People cues:** Do you have any eating buddies? Do you have that relative who is always pushing food on you?

4. **Occasion cues:** Parties, nights on the town, live sporting events.

5. **Sensory cues:** The smell wafting from a pizzeria or a billboard on the freeway with a big juicy burger, etc. Advertisers get paid big bucks to plant sight, sound, feeling, taste and smell cues that signal you to eat.

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6. **Time cues:** A certain time of day can signal you to eat. (Just because it's 4PM doesn't mean you have to snack. You're not a kid who gets milk and cookies after school!)

7. **Mood cues:** Do you tend to eat when you feel lonely, bored, sad, frustrated or stressed? These are different for everyone. A mood that causes some people to binge on food makes others lose their appetite for days. Get to know your moods and how they affect your eating patterns.

The first way to break the trigger link in the chain, besides simple awareness, is to set yourself up to *avoid* or manage as many of the seven kinds of external cues as practically possible. Here are some ways to do this.

General Cue Management Skills

There is a set of external cues that just about everyone has in common. That's why these eight General Cue Management Skills are so important:

1. **Choose a specific place at home and at work where you will do all of your eating.** At home, it's best to make your eating place a particular chair at a specific table. Eat only at this place. At work, it's best to choose any place other than your desk as the eating spot. This way, you won't be as easily triggered to eat in other places.

2. **When you're eating, *only* eat.** Don't read, watch TV or surf the internet. Make eating a pure experience so you will really register it. The only exception to this is talking to the people you're eating with.

3. **Replace high-calorie convenience foods with low-calorie healthful foods.**

4. **Keep food only in the kitchen, preferably stored away in cabinets or the refrigerator.** (Eliminate those sight cues!)

5. **Ask for the food you want the way you want it.** In most cases, don't accept food from someone unless you ask for it. It's ok to say, "no, thank you." When you eat at restaurants, anticipate and ask your server not to bring you snacks, breads or other unwanted foods. Most restaurants today are ready for special requests and happy to substitute a salad or steamed veggies for foods like fries. Don't be shy about asking. It's *your* food and *your* body! *You* get to decide!

6. **Occasionally leave some food on your plate.** Most of us have been brainwashed since childhood to eat everything on our plates. Unbrainwash yourself by purposefully leaving a little bit on your plate at some meals. (No one in any country will starve if you do this!)

7. **When you prepare food for yourself or others, put the unused food away before you begin to eat.** This reduces your cues to nibble.

8. **Manage your cues at the supermarket.** Remember, this is a place that is designed to make you want to eat and buy food! Use a list and only purchase foods on the list. Go shopping on a comfortable stomach, never when you are "starving." Shop the perimeter of the store, where the fresh, live foods are, avoiding the aisles with high-calorie, high-fat processed munchies. Shop once or twice a week only.

The Scramble Technique

The second way you can break the trigger link is with the Scramble Technique.

Warning: This technique requires a strong stomach, but it works!

With the Scramble Technique, use your mental focus to attach extremely negative associations to an unhealthful food that you usually crave or to a situation in which you tend to overeat. Yes, in this technique you are explicitly aiming to gross yourself out.

When you do this successfully, the trigger that usually makes you crave a food will be rewired to the feeling of extreme disgust in your brain. It's great if these negative associations can be directly related to the situation or food. For example, if you squeezed all the fat and oil out of a Big Mac and jumbo french fries, how big a glass would it fill? Would you want to drink that? Can you see those nachos covered with cow pus-like cheese going right to your already overfat hips? Yuck!

The negative associations you choose to link up can also be things that you find especially disgusting but not directly related to the situation or food. This includes such nauseants as vomit, pus, maggots and dead cockroaches. What matters is that you get a negative visceral reaction that you can associate to the food or situation you want to avoid. After you do the negative Scramble on a problem food or situation, you will want to attach positive sights, sounds, feelings, smells and tastes to a healthful food or an empowering situation.

Confront and Conquer

"Confront and Conquer" is the third way you can break the trigger link. With Confront and Conquer, you actually put yourself in the situation or in front of the food that usually triggers urges for you and consciously conquer it. Maybe you've given in in the past, but now you have the power to say "no" to this food or situation and all of its negative consequences. It's also helpful to tack on some of the negative associations, described above, as you do this. Aren't you bigger than a hamburger or a donut? Give yourself the real-life experience of overcoming an urge by rejecting the food or being bigger than the situation.

Then move on to a situation to which you presently have tons of positive sight, sound, feeling, taste and smell associations and eat a food that will help create the body you deserve. How do you think you'll feel about yourself when you do this? You won't just have conquered a food or an urge. You'll feel like you can conquer the world!

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DAY 4 – THE BEHAVIOR CHAIN: HOW TO INTERRUPT OLD PATTERNS

S-L-O-W-E-R E-A-T-I-N-G

It's important to know how to s-l-o-w d-o-w-n when you eat. When you eat quickly, you short-circuit your body's feedback mechanisms that tell you when to *stop* eating. One feedback mechanism is the fullness of your stomach. When you cram food in too fast, your stomach can become overstuffed before you know what hit you! Another feedback mechanism is the rise in blood sugar after eating that signals that you are full. This varies with each food, but it will take 20-30 minutes to begin to raise your blood sugar after you begin eating. When you eat too fast, you consume many more calories than needed before that fullness response has a chance to kick in.

Here are some ways to slow down:

S L O W D O W N

1. Purposefully spend 20-30 minutes eating.
2. Stay relaxed while you eat.
3. Cut your food into smaller pieces.
4. Stop and think about what and how much you're eating.
5. Chew your food slowly.
6. Swallow each bite before taking the next mouthful.
7. Put less food on your utensil.
8. Put your utensils and finger foods down between bites.
9. Have a one- or two-minute pause in the middle of your meal.
10. Assess your degree of fullness periodically and stop when you're comfortable.
11. Hold your eating utensils in the "wrong" hand.
12. Be the last person to finish eating.

The bottom line is this: Begin eating when you're physically hungry. Then eat slowly until you feel comfortable. Check in every so often and see if you're really still hungry or if now would be a good time to stop. If you only stop when you're stuffed, you've gone way too far!

Measure Your Body Fat

You can have your percentage of body fat measured at a university, YMCA or YWCA or a quality health club. Some doctors and even pharmacies can do this for you too. You are meant to lose fat with this program – not water and certainly not muscle which weighs more than fat! – so a body fat measurement is the best way to measure your true progress.

Golden Nuggets from Day 4

- Repetition is the mother of skill!
- Habits can be your best friends! Redirect the power of habits to create a light and healthy body.
- Awareness can break patterns all by itself.
- You must know your pattern to master it.
- You're "invited" to eat 350 times a day! Condition yourself to enjoyably say "no."
- You can't always control the outside world. You can always control your mental focus.
- If you don't use it, you lose it!
- Learn to constructively use vivid and repulsive negative associations to ruin the attractiveness of unhealthful and fattening foods.
- Learn to consistently use vivid and attractive positive associations to enhance the attractiveness of healthy and vital foods.
- You can't be put on autopilot just because somebody else has a business to run.

Your Assignment: Exercises for Practical Application

1. **What progress (big or little) have you made with this program in terms of how you look and how you feel?** Remember to count stonger awareness of what you're eating and why and any times you made better choices in your eating or activites.

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2. **In the space below, describe three times when you have eaten inappropriately in the last six days.** Don't worry – this isn't to judge you but to notice something important: What were the cues that signaled the behavior? Possible cues are sight, sound, feel, taste and smell cues. Take yourself back to that situation and describe the cues you experienced. Trust your mind to give you accurate information. Your answers will clearly reveal the first link in your behavior chain.

   Situation #1:

   Situation #2:

   Situation #3:

3. **Eating Situations**: In the left column below, list your ***six strongest cues to eat***. In the small blanks to the right, mark an "X" if you are going to:

   A = Avoid the situation at least some of the time,

   S = Use the Scramble Technique on the situation, and/or

   C+C = Confront and Conquer the situation.

Situation	A	S	C+C
1)			
2)			
3)			
4)			
5)			
6)			

4. **Eating Situations:** In the left column below, list the ***six foods you know that you must avoid eating*** on a regular basis to create the body you deserve. In the small blanks to the right, mark an "X" if you are going to:

   A = Avoid the situation at least some of the time,

   S = Use the Scramble Technique on the situation, and/or

   C+C = Confront and Conquer the situation.

Food	A	S	C+C
1)			
2)			
3)			
4)			
5)			
6)			

Tips:

- Be sure to follow up each Scramble Technique and Confront and Conquer with a positive association to a health-giving situation or food. Get yourself out of pain and into pleasure!
- Know that each "X" is a commitment to action you must take NOW! To add extra leverage, explain your plan of action to a close friend who will help you keep your commitment. You might even take them along on some of your Confront and Conquers. You'll be good, inexpensive entertainment!

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5. **Write your reactions to Day 4 of this program,** what you've learned so far about creating the body you deserve and what you're absolutely committed to doing in the next 24 hours to make the body you deserve a physical reality!

Checklist of Outcomes for Day 4

- ❒ **1.** Review the Day 4 audio to capture or remind yourself of anything you especially want to master. We covered a lot of new techniques in this section!
- ❒ **2.** Use General Cue Management Skills to your advantage.
- ❒ **3.** Practice breaking your Behavior Chain at the trigger link by:
  - Avoiding cues when possible
  - Using the Scramble Technique
  - Confronting and Conquering
- ❒ **4.** S-l-o-w d-o-w-n when you eat!
- ❒ **5.** Make an appointment to have your body fat percentage measured.
- ❒ **6.** Complete your Eating Diary at the back of this Action Workbook daily. If you've missed a day or two, don't worry. Just recommit and do it from now on.
- ❒ **7.** Reserve 50 minutes tomorrow for Day 5 of your program.
- ❒ **8.** Live the next 24 hours with passion and purpose!

NOTES

"It is the mark of an educated mind to be able to entertain a thought without accepting it."

– Aristotle

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Review

We've talked about how you are feeding your body and making choices that support you. Today we're focusing on how you are feeding yourself *mentally* – through the words you choose to use every day.

Transformational Vocabulary

Transformational Vocabulary is an extremely powerful tool because you can move yourself to action or inaction through your choice of words. Just as effective speakers move others to action through their use of powerful language, you can propel yourself in the direction of a light and healthy body by avoiding the Language of Failure and by using the Language of Success.

The Language of Failure

Here are some examples of the Language of Failure:

- "I'll try..."
- "I'm starving!"
- "I'm famished!"
- "I could eat a horse!"
- "I gotta have something to eat!"
- "I'm dying for a burger!"
- "I'm going crazy!"

The Language of Failure also includes phrases that discourage you and prompt you to give up:

- "I failed once again."
- "What is wrong with me?"
- "I can never lose weight."
- "I have no discipline."
- "My mother / father / teacher was right – I'll never succeed at anything."

As you can see, the Language of Failure doesn't support or serve you and doesn't lead to the kind of behavior you want. It can make your cravings worse. A lot of it doesn't even make sense!

The Language of Success

- "It's time to eat something healthy."
- "What can I have that will make me feel great?"
- "Am I really hungry right now or just bored?"
- "I feel so good nourishing my body."

The Compulsion Blowout

This process is designed to destroy your craving for any food! It's another in a series of pattern interrupts that you'll be learning and doing in the next few days.

Here are the eight steps to a modified Compulsion Blowout. The original Compulsion Blowout was developed by Richard Bandler.

The Modified Compulsion Blowout

1. Identify what food compulsion you would like to change. This is food #1. Identify a food that you enjoy but don't have a compulsion for. This is food #2.
2. Close your eyes and experience food #1. See, feel, smell and taste the food. Hear the words you are using to describe how much you want it. This is experience #1.
3. Close your eyes and experience food #2. See, feel, smell and taste the food. Hear what you say to yourself about this food. This is experience #2.
4. What were the differences in sight, sound, feeling, smell and taste between experience #1 and experience #2?
5. Test each difference in experience #1 with food #2. Gradually intensify each difference and notice what it does to your compulsion to eat the food.
6. Identify the Driver Difference. That's the difference that increased your compulsion for the food the most.
7. "Blow out" the compulsion by rapidly intensifying the Driver Difference to its maximum. Make it so extreme it's outrageous!
8. Test it. Think about the food and see if the compulsion is still there.

Golden Nuggets from Day 5

- You move yourself to action or inaction by the words you choose to use.
- Toss the word "try" out of your vocabulary because it really means "to expend lots of effort and get no rewards."
- Inspire yourself to consistent action with the words you use and the way you say them.
- Use more exclamation marks in your speech!!!
- Sow an act, reap a habit. Sow a habit, reap a character. Sow a character, reap a Destiny!
- If you knock long enough and loud enough at the gate, you are sure to wake somebody!

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Your Assignment: Exercises for Practical Application

1. **Write five words or phrases that you use when you feel like you've got to have some kind of food**. How do you say them? This is the Language of Failure!

   1) _____

   2) _____

   3) _____

   4) _____

   5) _____

2. **Write five words or phrases that you use or could use to inspire yourself to positive action.** How do you say them? This is the Language of Success!

   1) _____

   2) _____

   3) _____

   4) _____

   5) _____

3. **Answer the following questions to help you implement the Compulsion Blowout.**

   1) In the space below, write the names of any foods that you still crave (even after the Scramble Technique and Confront and Conquer). These are the foods that are going to be the target of Compulsion Blowouts!

2) Write all the sights, sounds, feelings, smells and tastes associated with experience #1 in the Compulsion Blowout.

3) Write all the sights, sounds, feelings, smells and tastes associated with experience #2 in the Compulsion Blowout.

4) Write all the sight, sound, feeling, smell and taste differences between experience #1 and experience #2 in the Compulsion Blowout.

5) The Driver Difference is:

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4. **Write your reactions to Day 5 of this program**, what you've learned so far about creating the body you deserve and what you're absolutely committed to doing in the next 24 hours to make the body you deserve a physical reality!

Checklist of Outcomes for Day 5

- ❒ **1.** Review the Day 5 audio for any distinctions that were especially meaningful to you.
- ❒ **2.** Use Transformational Vocabulary to continuously inspire yourself! Jot down words you use for the Language of Success to reinforce the habit of using these empowering words.
- ❒ **3.** Use the Compulsion Blowout to destroy any food cravings you may have left.
- ❒ **4.** Complete your Eating Diary. Maybe set reminders on your phone or browser to do this at every meal!
- ❒ **5.** Reserve about two hours tomorrow for Day 6 of your program.
- ❒ **6.** Live the next 24 hours with passion and purpose!

NOTES

"I like good strong words that mean something."
– Louisa May Alcott (from Little Women)

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DAY 6 – URGE MANAGEMENT: TOOLS TO MAKE CHANGE LAST

Review

Many factors contribute to our urges. One of the biggest is the fear of loss. We may feel a sense of scarcity that means that we have to have the food right now – because we might never have another chance. Scarcity and fear of missing out (FOMO) make us want things more – even things we don't even like that much. Advertisers know this and use scarcity and FOMO to get us to buy their products. Don't fall for it! It's a false fear. That food will be there tomorrow. What you want is *always* available. If you realize this, it can help you resist the urge right now. Then you can "put off" having that food till tomorrow…and by then the urge may well have passed and you won't want it anymore. It's the "tomorrow technique" or "intelligent procrastination."

You'll be empowered in your quest for the body you deserve when you know how to manage your urges. One technique is to increase your desire for the foods that deliver health and vitality and decrease your desire for the foods that bring excess body fat and lethargy. Everybody does this differently, and everyone has the power to create and take away urges in a matter of seconds.

It is critical to have a bushel basket full of *nonfood* goodies that you can give yourself to make you feel good any time you desire! Remember, it's the *feeling* you are after, not the food. When you realize this, you'll find yourself reaching for other healthier experiences more often and have a lot more fun than when you solved every feeling by eating!

Use I CAN DO IT! as an easy-to-remember way to help you crunch any urges you have to eat unhealthful foods or too much food.

I Can Do It!

I "I control the urge! I'm winning! I'm smiling!"

C "Counterfeit urges don't control me!" Talk to your urges as if they were con men trying to trick you into a bad deal.

A Ask yourself questions that will break the old pattern and then ask yourself questions that will create a new pattern.

N NOW! Get present, breathe and move!

D Drink some water instead of eating unhealthful foods. Don't be a stimulus-response dog like Sparky!

O "Oh, what a smell!" Link a rotten, putrid, disgusting smell to the food you think you're going to eat.

I Interrupt the pattern! Do something you really enjoy. Brush your teeth. Take a shower. Go to a mirror, take off your clothes and take a close look! Then picture your image goal in your mind and decide if eating that food is really worth it!

T Trample the urge and target your desire! Picture a huge red stop sign in your mind and shout as loud as you can STOP IT!!! Then target your desire by seeing, hearing and feeling your identity.

Fat Transplant Thoughts 1-7

These are the thoughts you have every day that are putting fat *onto* your body, just as surely as if you had the fat surgically implanted at the hospital – a sort of reverse liposuction!

Fat Transplant Thoughts don't make any sense, and they amplify your counterfeit urges to eat inappropriately. They're poisonous thoughts that steer you away from your goals in life. If you detect a Fat Transplant Thought popping into your mind, immediately replace it with the antidote – the appropriate Goal Directed Thought.

Here are some Fat Transplant Thoughts and their antidotes:

Fat Transplant Thoughts	Goal Directed Thoughts
1. "I *have* to have that piece of pie!"	"I control my behavior to enhance my life!" "I choose what I eat, and I make good choices!" "My daily choices lead to my goals!"
2. "This discomfort is going to last forever!"	"When I'm a little hungry, I'm winning!" "I turn challenges into opportunities!" "I'm prepared to meet my challenges!"
3. "I've failed so many times in the past."	"Today is a winning day for me!" "I'm doing it this time!" "My thoughts are positive and optimistic today!"
4. "There goes my program! I just blew it!"	"I learn from every experience in life!" "I'm like Winston Churchill: I never, never, never quit!" "One mistake doesn't equal failure. I'll just keep on going!"
5. "I'm not losing fast enough!"	"A pound of fat is a lot of stuff!" "I'm right on schedule!" "I'm in control and on target today!"
6. "I just don't have it."	"I take full responsibility for myself and my life!" "Today is full of accomplishment and progress!" "I'm in control of my thoughts and actions!"
7. "This is horrible and terrible! I can't stand it!"	"I meet my challenges head-on!" "I enjoy facing challenges that make me a better person!" "I'm achieving important outcomes today!"

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DAY 6 – URGE MANAGEMENT: TOOLS TO MAKE CHANGE LAST

Golden Nuggets from Day 6

- Awareness is power!
- Procrastinate intelligently – on the things you know you should never do.
- Nothing tastes as good as knowing that you're the one shaping your own life!
- If you want to feel alive, eat live foods.
- The Body You Deserve is about changing your life – not just changing your body.
- The key to the universe is that you can choose!
- Counterfeit urges go away whether I eat or don't eat.
- Burn your "britches" behind you! (You don't wear that size anymore!)
- Repetition is the mother of skill.
- Never, never, never quit!
- Turn challenges into opportunities.
- A pound of fat is a lot of stuff!
- Who asks a king for a penny?

Your Assignment: Exercises for Practical Application

1. Get some food that you know is not great for your body and that you normally really like. **How do you *increase* your desire for that food?**

2. **How do you *decrease* your desire for that food?**

3. **How are you going to use this knowledge to increase your desire for vital foods and decrease your desire for "sludge foods?"**

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4. **Nonfood Goodies: Construct a huge list of goodies – not something to eat or drink, but a thing or an experience – that you can regularly give yourself that will make you feel good.** What do you really love to do? Could you give yourself fresh flowers on your desk? Spend some time listening to your favorite music? Make a big list that you can refer to whenever you want to treat yourself in a healthy way.

5. **Urge Crunchers:** In the spaces below, write your favorite "I CAN DO IT" Urge Crunchers and the situations in which you're going to use them!

6. **In the left column below, write which of the first seven Fat Transplant Thoughts have caused you problems in the past. Then in the right column, write your favorite Goal Directed Thought** (either from the three suggested possibilities or by creating one of your own) that you're going to use to replace the Fat Transplant Thought. Use the exercise from the audio to thoroughly condition the switch to the Goal Directed Thought!

Fat Transplant Thoughts	Goal Directed Thoughts

7. **Write your reactions to Day 6 of this program,** what you've learned so far about creating the body you deserve and what you're absolutely committed to doing in the next 24 hours to make the body you deserve a physical reality!

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DAY 6 – URGE MANAGEMENT: TOOLS TO MAKE CHANGE LAST

Checklist of Outcomes for Day 6

- ❒ **1.** Review the Day 6 audio if needed to reinforce the new techniques you're learning.
- ❒ **2.** Practice increasing and decreasing your desire for foods. Then utilize this skill to propel you to your goal!
- ❒ **3.** Regularly give yourself nonfood goodies to make yourself feel good at any time!
- ❒ **4.** Condition your brain to transform Fat Transplant Thoughts to Goal Directed Thoughts!
- ❒ **5.** Complete your Eating Diary.
- ❒ **6.** Reserve about two hours tomorrow for Day 7 of your program.
- ❒ **7.** Live the next 24 hours with passion and purpose!

NOTES

"If I want to be great, I have to win the victory over myself."
– Harry S. Truman

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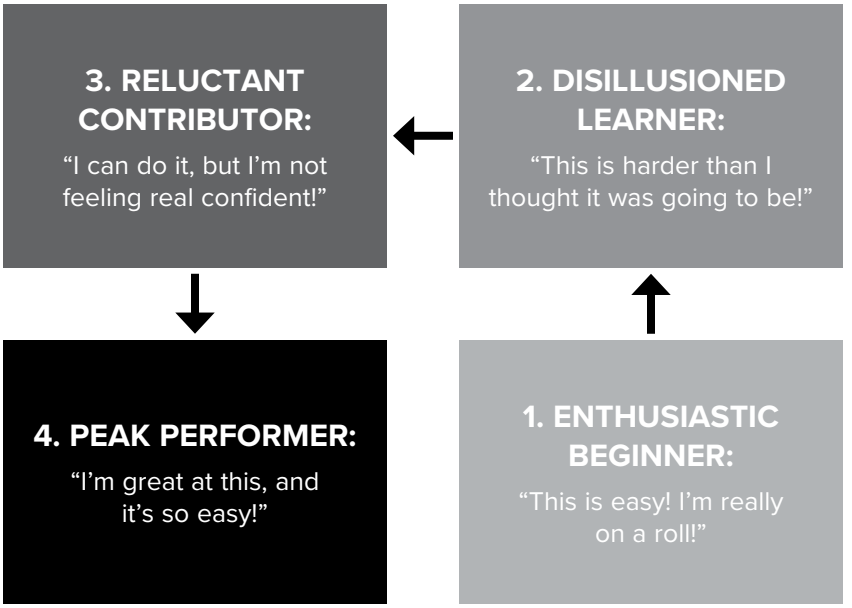
Review

There are four levels of development a person goes through on the way to becoming a peak performer. This is adapted from Situational Leadership® II developed by Dr. Kenneth Blanchard, Blanchard Training and Development, Inc.


3. RELUCTANT CONTRIBUTOR:
"I can do it, but I'm not feeling real confident!"
2. DISILLUSIONED LEARNER:
"This is harder than I thought it was going to be!"
4. PEAK PERFORMER:
"I'm great at this, and it's so easy!"
1. ENTHUSIASTIC BEGINNER:
"This is easy! I'm really on a roll!"

Everybody's different. You may shoot right to stage four, or you may linger in one or more of the other stages for a while. Whatever pace you're going, that's the right pace for you. It's normal to be at one stage or another and being a little uncomfortable or frustrated does not equal failure! Learn the valuable lessons from each stage and keep moving!

The Power of Negative Thinking

It's totally normal for negative thoughts to come up whenever you take on a new challenge. Instead of fighting them, welcome them...and even have a little fun with them. Right now, think of a limiting belief that used to hold you back. If you listened to the Day 7 audio, you may actually have a smile on your face! In this resourceful state, you'll feel great about taking the actions necessary to create the body you deserve, instead of letting the voices in your head (or the ones coming out of the mouths of unsupportive people in your circle) drag you down and discourage you.

Fat Transplant Thoughts 8-15

Remember the seven Fat Transplant Thoughts from the last session? Here are eight more Fat Transplant Thoughts and their appropriate antidote Goal Directed Thoughts:

Fat Transplant Thoughts	Goal Directed Thoughts
8. "I deserve that banana split!"	"I reward myself with nonfood things!" "I enjoy rewarding myself with thoughts and images!" "I feel great moving toward my goal today!"
9. "I shouldn't have that ice cream!"	"I choose to eat and exercise appropriately!" "My choices lead to my goals in life!" "My self-talk and images turn my resolutions into realities!"
10. "If it weren't for my _____, I could lose this fat!"	"My eating and exercise decisions lead to success!" "My life is a successful series of choices!" "I take full responsibility for my success today!"
11. "I'll get back on the plan next Monday."	"I'm in control of my behavior now!" "Now is the only time I can spend!" "I live in the present, and I live extremely well!"
12. "The Terrible Toos"	"Nothing keeps me from becoming trim!" "I overcome obstacles and reach my goals!" "My focus gets me to where I want to go!"
13. "One little candy bar won't hurt."	"I'm in control of the little things in my life!" "My entire day is my time to succeed!" "I move toward my goal one small step at a time!"
14. "I can't seem ungrateful."	"I say no when it benefits me!" "A few little no's lead to a big Yes!" "I easily say no to unnecessary food!"
15. "My eating cues automatically lead me to eat!"	"I direct my behavior to meet my goals!" "I use my power to improve the quality of my life!" "My eating choices are positive and healthful!"

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DAY 7 – BECOMING A PEAK PERFORMER – PART 1

Golden Nuggets from Day 7

- A mind stretched by a new idea never goes back to its original dimensions.
- Use the Power of Negative Thinking.
- Next Monday never comes!
- The greatest thing in this world is not so much where we are, but in what direction we are moving.
- Life isn't a destination; it's a journey.

Remember to use your Summary Cards! Try carrying the ones that you're working on right now with you each day to remind you of the techniques you're learning. You can also place the inspirational cards throughout your environment (maybe even on the fridge or the bathroom mirror!) to help keep you focused on your goals.

Your Assignment: Exercises for Practical Application

1. **What were some of those old excuses or automatic put-downs that used to hold you back that popped out of your mouth as you did the Power of Negative Thinking exercise?** Put a smile on your face as you write them below. Maybe even find a friend and have them applaud and cheer you on as described in the audio.

2. "That little thing" can add up to a lot!

Do the calculation from Fat Transplant Thought #13 ("One little candy bar won't hurt.")

Example

- If you eat a typical candy bar – about 250 calories – five times a week, your weekly calories from "that little thing" would be 1,250.
- Multiplied by 52 weeks, you'd eat 65,000 calories per year!
- Divide by 3,500 (the calories to create a pound of fat on your body), and you've added over 18.5 pounds of fat in a year!!

Now use the same process to calculate the number of pounds you will gain each year by eating your own "that little thing" food.

The name of a high-calorie food that used to be a problem for you:

_____.

The approximate number of calories that are in a typical portion of the food:

_____.

The number of times you used to eat the food each week:

_____ times a week.

Next, do the math to figure out how much fat "that little thing" adds up to in a year:

_____ x _____ = _____ calories (total number of calories per week)

_____ x 52 weeks = _____ calories (total number of calories per year)

_____ ÷ 3,500 = ☐ pounds of fat

The number in the box above will show you the number of pounds of fat you will add to your body each year as a result of eating "that little thing" food! Do you still think it's worth it?

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3. **In the left column below, write which of the Fat Transplant Thoughts eight through 15 have caused you problems in the past. Then in the right column, write your favorite Goal Directed Thought** (either from the three suggested possibilities or by creating one of your own) that you're going to use to replace the Fat Transplant Thought. Be sure you use the conditioning exercise you learned on the audio to thoroughly condition the switch to the Goal Directed Thought!

Fat Transplant Thoughts	Goal Directed Thoughts

4. **Write your reactions to Day 7 of this program,** what you've learned so far about creating the body you deserve and what you're absolutely committed to doing in the next 24 hours to make the body you deserve a physical reality!

Checklist of Outcomes for Day 7

- ❒ **1.** Review the Day 7 audio for extra reinforcement of ideas you want to work on.
- ❒ **2.** Use the Power of Negative Thinking to boost you to your goal.
- ❒ **3.** Condition your brain to transform Fat Transplant Thoughts into Goal Directed Thoughts.
- ❒ **4.** Remember to use your Summary Cards to keep the key principles of this program top of mind.
- ❒ **5.** Complete your Eating Diary.
- ❒ **6.** Reserve about 60 minutes tomorrow for Day 8 of your program.
- ❒ **7.** Live the next 24 hours with passion and purpose!

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Review

This program is about raising your standard for how you are going to live your life and how you are going to treat yourself and your body going forward. Closely related to standards are rules. We each have our own internal rules for whether or not we are meeting our own standards. But how we approach and apply these rules makes for a much different outcome.

Rules

Your rules are your belief systems about what you should do or must do in order to accomplish something. There is a huge difference between a "should" rule and a "must" rule.

- With a "must" rule, you *always* do the behavior.
- With a "must never" rule, you *never* do the behavior.
- With a "should" rule, you believe that you *ought* to do something, but you either don't do it or do it only occasionally. You don't feel good about breaking your "should" rule, but you do it just the same.
- With a "should never" rule, you again believe that you ought *not* to do something, but you either do it or do it occasionally. Again, you don't feel good about breaking your "should never" rule, but you keep breaking the rule and covering up the pain.

We've found that people who have light and healthy bodies throughout their lives have a few key must and must never rules that sweep them along to the bodies they desire and deserve. These must and must never rules usually fall into the following categories:

- Rules about how they *must* look
- Rules about how they *must* feel
- Rules about how they *must* treat their bodies
- Rules about what and how much they *must* eat
- Rules about how much and when they *must* exercise

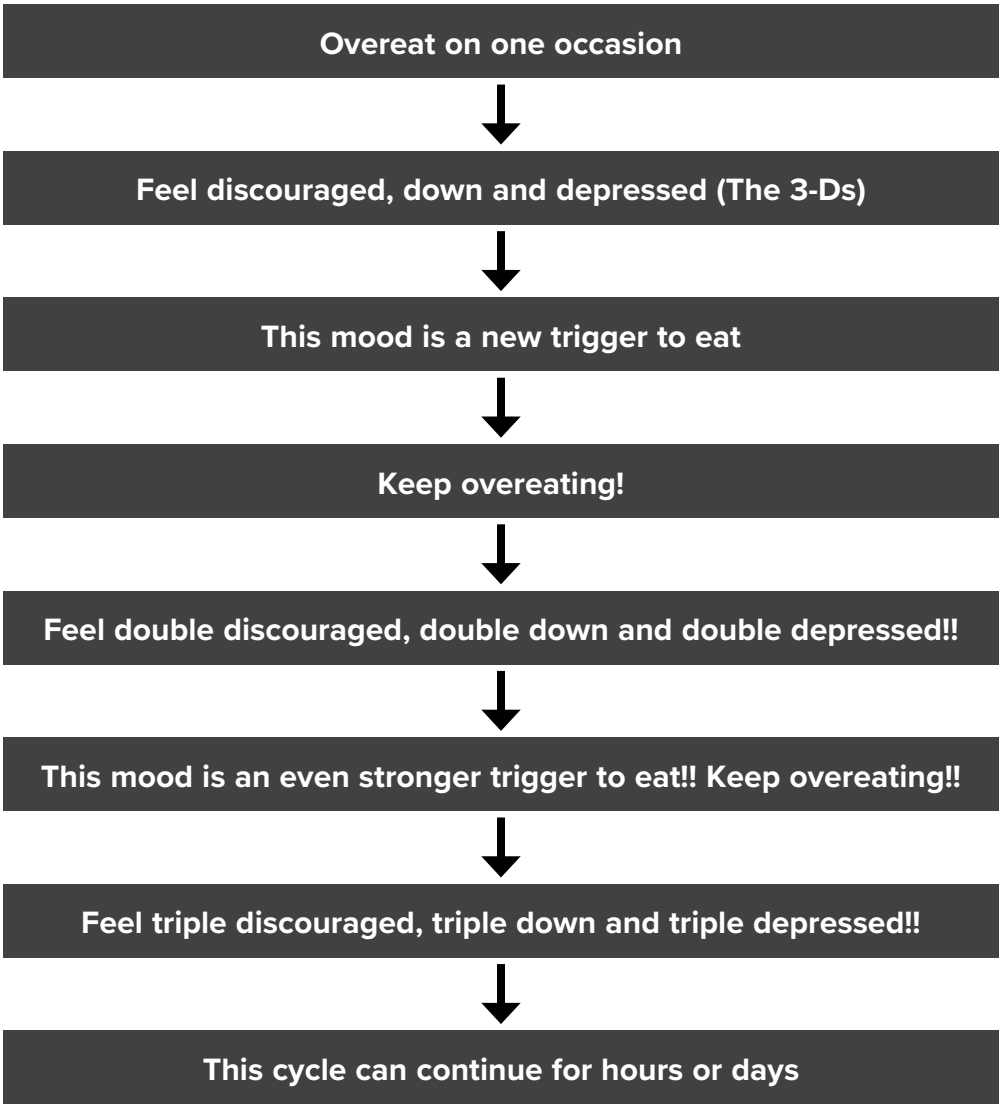
People who *want* light and healthy bodies, but don't have them, tend to have lots of "should" and "should not" rules and very few or no "must" and "must never" rules in these areas. The first step to creating a change is finding out what your current rules are.

In order to create the body you deserve, you must install the appropriate "must" and "must never" rules in your mind. The Rules Realignment Exercise in today's assignments will do this for you!

Binges – The "Girl Scout Cookie Syndrome"

How does one misstep spiral into a full-blown binge? How can we prevent it from happening and how can we get out of it if it does?

Anatomy of a Binge


Overeat on one occasion
Feel discouraged, down and depressed (The 3-Ds)
This mood is a new trigger to eat
Keep overeating!
Feel double discouraged, double down and double depressed!!
This mood is an even stronger trigger to eat!! Keep overeating!!
Feel triple discouraged, triple down and triple depressed!!
This cycle can continue for hours or days

Learn to break the cycle by not beating yourself up if you overdo it on one occasion and by rewarding yourself for doing it right.

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Rewards You Can Use! – Preferred Activities

Here's a list of possible positive rewards you can use:

- Buying or receiving new clothes in a smaller size
- Wearing favorite old clothes that you previously couldn't wear
- Purposefully doing things that you couldn't do as well when you were overfat
- Measuring your waist or other parts of your thinner body
- Looking at your lighter and healthier body in a mirror
- Reading
- Playing cards
- Being with someone you love
- Calling a friend
- Taking a hot shower or bath
- Going to a movie
- Working on a hobby
- Going on a trip
- Receiving a bouquet of flowers
- Buying a gift for yourself
- Going to a concert or play
- Sunbathing
- Going for a walk
- Doing anything that you love to do

More Rewards You Can Use! – Positive Statements & Pleasant Images

- "I'm proud of what I did."
- "I'm really gaining control."
- "I just made it through a situation that two weeks ago would have led me to eating."
- "I'm really looking better."
- Imagining yourself receiving compliments on your fat loss
- Seeing yourself at a party looking thin in a new dress or suit
- Seeing yourself doing a favorite activity and not being tired
- Imagining yourself at a favorite vacation spot
- Using any statement or image that makes you feel great
- Imagining the fat coming off your body – a pound of fat contains 3,500 calories.

Burning Fat

If you burn 3,500 calories more than you consume in a week, a pound of fat will come off your body. A pound of butter also contains about 3,500 calories. A quarter-pound stick of butter contains about 875 calories. When you don't eat a high-calorie food that would slow your progress to your goal, imagine how much fat will come off your body.

As an example, a 300-calorie bowl of ice cream equates to one-third stick of butter. Vividly imagine one-third stick of butter coming out of your body when you don't eat the ice cream. Do the same when you exercise. If you burn about 300 calories when you walk three miles, imagine one-third of a stick of butter coming off your body.

Golden Nuggets from Day 8

- Make health and vitality a must.
- Believe, do and it will come to you!
- I hear and I forget. I see and I remember. I do and I understand.
- The empires of the future are the empires of the mind.
- You'll see it when you believe it!
- Where thought goes, energy flows.
- Repetition is the mother of skill.
- Be a behavior watcher, not a weight watcher.

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Your Assignment: Exercises for Practical Application

1. **Rules Realignment:**

   Step 1: Look at the chart below. In the Current State (left hand) column, vividly describe your current overfat state. Mentally, physically and emotionally describe how it looks and feels to have a body like this.

   Step 2: In the Target State (right hand) column, vividly and passionately describe your target state – what it will be like having the light and healthy body you desire. Mentally, physically and emotionally describe how it will look and feel to have a body like this! *Feel* it as you write!

   Step 3: In the Current State column, write what this person *must* do or believe to stay in this current overfat state. Then write what this person must *never* do or believe to stay in this current overfat state. (Feel the pain as you do this!)

   Step 4: Put yourself in a peak state, and write in the Target State column what this person *must* do or believe each day to be this person. Then write what this person must *never* do or believe each day to be this person.

   Step 5: In your heart of hearts, decide which one is the *real you* – which one aligns with what you really believe.

Current State	Target State
Vivid Description of State	
Must Do or Believe	
Must Never Do or Believe	

2. **What are all the rewards you're going to give yourself for "doing it right?"** List them below.

3. In the space below, **write an agreement that you're going to make with a friend to receive a nifty reward for following your plan for a specific length of time.** Two weeks or four weeks are good choices. Write exactly what you're going to do and what the reward will be!

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4. **What big and small improvements have you noticed in your appearance and emotions in the last few days?** List them below.

5. **Write your reactions to Day 8 of this program,** what you've learned so far about creating the body you deserve and what you're absolutely committed to doing in the next 24 hours to make the body you deserve a physical reality!

Checklist of Outcomes for Day 8

- ❒ **1.** Review the audio for Day 8 if you want more clarity around your rules and standards.
- ❒ **2.** Realign your rules to make creating the body you deserve a must! Remember, your rules determine what you do and what you don't do.
- ❒ **3.** Regularly reward yourself for doing things right! Choose from the list of rewards you created in this session.
- ❒ **4.** Continue to complete your Eating Diary every day. Momentum is power! You're developing a powerful habit that will keep you accountable during this program and beyond.
- ❒ **5.** Reserve about 45 minutes tomorrow for Day 9 of your program.
- ❒ **6.** Live the next 24 hours with passion and purpose!

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DAY 9 – MAINTAINING THE BODY YOU DESERVE FOR LIFE – PART 1

Review

Secondary Gain

A secondary gain is a hidden benefit that a person receives for doing something. A primary gain is an obvious benefit a person receives for doing something. For example, a primary gain for eating a candy bar every day is the pleasure it brings when eaten. A possible secondary gain for eating the candy bar is that eating it keeps the person overweight. When the person is overweight, they get a secondary gain of not having to deal with rejection from someone they're attracted to because they just can blame their fat. Or conversely, they can use their fat as insulation against unwanted attention.

When we keep doing something that we know is harmful, such as smoking, on some level we may be receiving a payoff in the form of a secondary gain. In the case of smoking, for example, we may gain a sense of independence or rebellion.

The 6-Step Reframe

The 6-Step Reframe was developed by two creators of Neurolinguistic Programming (NLP), Richard Bandler and John Grinder. This process will help you identify the primary and secondary gains that you might be getting from overeating and under-moving. You can then create new, more empowering ways of achieving the primary and secondary gains.

Step 1: **Identify the pattern or behavior you wish to change.**

Step 2: **Ask this part of your mind (Part X) why it was generating that behavior,** understanding that Part X is always looking out for you and it always wants the best for you.

Step 3: **Acknowledge Part X for having acted in the your best interest** and for having provided benefits for you in the past.

Step 4: **Ask Part Y of your mind (the part of your mind that's very creative) some alternative ways that it could achieve the same result** that the inappropriate eating used to achieve. Don't filter the responses you get. Just notice and observe what creative ideas come up.

Step 5: **Go inside and check for any parts that might object to adopting these additional choices.** (If any type of signal is received, repeat Step 4 to create additional choices agreeable with the creative part (Part Y) and any objecting parts.)

Step 6: **As you step 10 days into the future, see what you have accomplished and how you feel now,** no longer having generated the old behavior for the last 10 days. Now, as you step six months into the future, see what you have accomplished and what you feel now no longer having generated the old behavior for the last six months.

The New Orleans Flexibility Drill

Developed by Richard Bandler, the New Orleans Flexibility Drill can be applied to condition your new and empowering patterns of appropriate eating and exercise. (You'll need 10 minutes of uninterrupted time for this exercise.)

Step 1: **Remember a time in your life when you felt positive, powerful and resourceful.** Set up a series of resource anchors by making a fist with your right hand and squeezing it as you associate and feel these positive states.

Step 2: **Run through your entire day in great detail in your mind – morning, lunch, dinner and evening – and notice yourself making positive choices** around food, movement as well as your entire mindset and approach toward your health. Feel yourself making empowered decisions each step of the way. Visualize yourself doing this several days in a row.

Step 3: **Practice visualizing and feeling the benefits of outstanding execution of everything you learned in this program over and over again**.

Golden Nuggets from Day 9

- Where you are going is more important than where you are.
- Use what you learn to not only handle your own life, but also pass it on to someone else you care about.
- Momentum is power.
- Your daily decisions create your destiny!
- The person who goes the farthest is the one who is willing to do and dare. The sure-thing boat never gets far from shore.

Your Assignment: Exercises for Practical Application

1. **Write all the primary gains for eating inappropriately that you discovered in the 6-Step Reframe.** After these, write the alternative ways that you can healthfully receive the same benefit (reward) without food.

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2. **Write any secondary gain that you believe you may be receiving for inappropriate eating or for being overweight.** This will take some thought and some honesty! Then write the alternative ways that you can healthfully receive the same benefit (reward) without food.

3. **Do the New Orleans Flexibility Drill by following along with the audio.** (Remember that you will need 10 uninterrupted minutes. Please do NOT listen to this part until you are in a place where you can do the exercise with that 10 minutes, so you can experience the full effect.)

4. **What did you learn by doing the process?** How did it benefit you to mentally go through your day in this way: positive, powerful and resourceful?

5. **Write your reactions to Day 9 of this program,** what you've learned so far about creating the body you deserve and what you're absolutely committed to doing in the next 24 hours to make the body you deserve a physical reality!

Checklist of Outcomes for Day 9

- ❒ **1.** Review the Day 9 audio, especially if you need to find a time and place to have uninterrupted time for the exercises.
- ❒ **2.** Remember to reward yourself with all the fantastic things that life has to offer instead of rewarding yourself with food.
- ❒ **3.** Confront any secondary gains you might be receiving from unhealthy behaviors.
- ❒ **4.** Complete your Eating Diary. Notice the new choices you're making and acknowledge yourself for anything you catch yourself doing right.
- ❒ **5.** Reserve about 60 minutes tomorrow for Day 10 of your program. You're in the home stretch!
- ❒ **6.** Live the next 24 hours with passion and purpose!

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DAY 10 – MAINTAINING THE BODY YOU DESERVE FOR LIFE – PART 2

Welcome to Day 10, the culmination of The Body You Deserve program. Great job! Your persistence and passion will pay off!

Review

This isn't the end but the beginning of your brand new life. Congratulations on what you've already accomplished. You're setting yourself up for a new direction in life. You will experience amazing wins and obstacles and challenges – we all do – but knowing your direction and how to get there ensures you'll make more, surer and faster progress than ever before. Over the long haul, if you stay the course, you'll get your goal!

Learn how to sail your boat on the sea of life in all kinds of weather so that you can overcome those challenges that you know are going to pop up. There are few that almost everyone encounters that can throw you off course.

3 Common Challenges

Challenge 1: The Get-Together

Meetings with friends, relatives and business associates can be a challenge. There are a lot of strong eating cues occurring at once.

Here are seven strategies to help you handle these scenarios:

1. As much as possible, plan ahead what you're going to eat and how much. When you have a plan of attack going in, you're much more apt to eat appropriately.
2. If the urge to eat inappropriately gets really strong, leave the get-together for a minute or two and collect your thoughts.
3. Use the deep breathing and relaxation skills you've been learning in this program.
4. Remember your Urge Crunchers. Pick out a few of these Urge Crunchers that you really enjoy using and use them often.
5. Have some low-calorie substitutes available.
6. Keep moving as much as possible. If the urge gets really strong, just get up and move, preferably outside somewhere.
7. Watch out for those Fat Transplant Thoughts. If any pop into your mind, change your physiology and insert the appropriate Goal Directed Thought.

Challenge 2: The Night Out

Going out on the town is a very strong eating signal for most people, and you can handle the night out the same way you handled the get-together, using the same seven suggestions above.

Challenge 3: The Crisis

We all know that they're going to happen – business challenges, personal challenges, relationship challenges and so on. Life is going to place these challenges in your path, so here are some suggestions for overcoming the crisis, without overeating or under-moving:

1. Realize that overeating is not going to solve the challenge; it just creates another challenge.
2. Use your deep-breathing and relaxation skills to help you overcome any tension.
3. Remember your Urge Crunchers. Utilize the ones that work best for you.
4. When you get a strong urge to overeat in that crisis situation, get up and move. Remember, change your physiology. Your physiology is the quickest and easiest way to change your state and to pull yourself out of any kind of urge condition you might be in.
5. Watch out for the relapse rationalizations such as, "I deserve food." When any of those pop into your mind, immediately change your physiology and change your thinking to the appropriate Goal Directed Thought.

Troubleshooting

If you *do* occasionally mess up, you can always "shoot from the FIPP." FIPP is an acronym that stands for the four steps of the troubleshooting process:

F Forgive Yourself

I Investigate the Situation

P Plan for Next Time

P Practice Your Plan Mentally

A sample Troubleshooting Worksheet is on the next page. Study it now and then use the three blank Troubleshooting Worksheets in the Practical Application section to conquer any of your challenging times!

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Sample Troubleshooting Worksheet

Step 1: **Forgive Yourself**

"I screwed up! Big deal! I'm going to FIPP it next time!"

Step 2: **Investigate the Situation**

"I overeat most days right when I get home from work. There is a situation cue, a time cue and a mood cue that are all signaling me to eat too much of the wrong kinds of food. My mental focus is on all the things I have to do around the house while I'm still thinking about all the challenges at work. My physiology is stressed. I don't use any of the Urge Crunchers. My Fat Transplant Thoughts are going like crazy – "I have to have some donuts!" "I deserve some donuts!" "One or two donuts won't hurt!" "If it weren't for all my responsibilities, I could lose this fat!" I haven't used the Scramble Technique on the donuts or Confronted and Conquered the situation!"

Step 3: **Plan for Next Time**

"I know that this is a situation that's going to happen five days a week. I'm going to learn to handle it and enjoy the process! I can't avoid the situation so I'll focus my attention on taming the situation and project myself into the future when I have a trim body.

I'm going to use three Urge Crunchers:

1) Remember Sparky.

2) Eat an apple as a low-calorie substitute.

3) Smile!

I'm going to replace those Fat Transplant Thoughts with the antidote thoughts! I'm going to do 20 Swish Patterns to swish the challenge out of my life! I'm going to create a gross, visual pattern interrupt and use the Scramble Technique on those donuts. I'm going to Confront and Conquer the situation tomorrow and the next day!"

Step 4: **Practice Your Plan Mentally**

"I'm going to vividly run through the plan in my mind three times right now while I'm confident and in control, standing with a powerful physiology!"

The Value of Problems

Norman Vincent Peale, one of the greatest teachers in history, had a unique view on the value of problems. He believed that your biggest gifts are problems and that problems are a sign of life.

Problems are nature's wake-up call. They're telling you that you need to learn a valuable lesson. Spend 5% of your time focusing on the problem; spend 95% of your time focusing on the solution; learn your lesson and keep going until you hit your next "sign of life!"

"Stand up to your obstacles and do something about them. You will find that they haven't half the strength you think they have. Every problem has in it the seeds of its own solution. If you don't have any problems, you don't get any seeds."

– Norman Vincent Peale

Transform Your "Problems" into "Challenges"

Use Transformational Vocabulary and begin to refer to any "problem" as a "challenge." By using a different word, you will automatically shift your focus from the "problem" to the solution.

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DAY 10 – MAINTAINING THE BODY YOU DESERVE FOR LIFE – PART 2

Golden Nuggets from Day 10

- Keep your boat in the water and your sails correctly set to reach your destination!
- When it comes to fat control, most people overestimate what they can do in a month and underestimate what they can do over a period of years.
- Do the right thing!
- Consistency is the key! Consistency creates excellence!
- Repetition is the mother of skill.
- Your biggest gifts are problems.
- The only people without problems are those people in cemeteries.
- Problems are a sign of life!
- Pray for quality problems and then go out and handle them.
- With problems, we develop spiritual muscle. By pushing against tremendous problems, we sculpt our soul.
- Make your focus contribution. Make your focus growth.
- Who we become as people is the ultimate reward.
- Be one of the few who do, versus the many who just talk.

"You decide every moment of every day who you are and what you believe in. You get a second chance every second."

– Tony Robbins

Your Assignment: Exercises for Practical Application

Troubleshooting Worksheet #1

Step 1: Forgive Yourself

Step 2: Investigate the Situation

Step 3: Plan for Next Time

Step 4: Practice Your Plan Mentally

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Troubleshooting Worksheet #2

Step 1: Forgive Yourself

Step 2: Investigate the Situation

Step 3: Plan for Next Time

Step 4: Practice Your Plan Mentally

Troubleshooting Worksheet #3

Step 1: Forgive Yourself

Step 2: Investigate the Situation

Step 3: Plan for Next Time

Step 4: Practice Your Plan Mentally

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DAY 10 – MAINTAINING THE BODY YOU DESERVE FOR LIFE – PART 2

1. **What are the big or little positive changes that you've noticed in the last few days?** These improvements can be physical, mental, emotional or spiritual in nature. List them below. Focus your attention on them and watch them multiply!

2. **How are you going to celebrate when you reach your first (or next!) sub-goal or milestone?** Make this a big deal!

3. **Write your reactions to Day 10 of this program**, and to the entire Body You Deserve program, what you've learned so far about creating the body you deserve and what you're absolutely committed to doing from now on to make the body you deserve a physical reality!

Checklist of Outcomes for Day 10

- ❒ **1.** Listen again to the Day 10 audio to prepare for whatever challenges lie ahead.
- ❒ **2.** Plan a big celebration when you reach your first sub-goal, milestone or your final goal!
- ❒ **3.** Complete your Eating Diary, and challenge yourself to commit to continue keeping this going forward, at least until you complete it for 30 full days, possibly longer.
- ❒ **4.** Live your life with passion and purpose!

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10 Steps for Continued Success

1. Be a trim person!
2. Re-listen to your audios on a regular basis to keep yourself in the "zone."
3. Re-read parts of this Action Workbook often.
4. Continue using all your tools to create the light and healthy body you deserve.
5. Commit to a peer group that will help you hold yourself to a higher and higher standard for your body and your health.
6. Celebrate all your successes along the way! Do something really special when you reach individual goals or outcomes. It's a great idea to place a few predetermined milestones along the road to the body you deserve! This gives you a destination to achieve that's not too far down the road. These milestones can be any achievement that's important to you! Here are a few examples: a certain dress or pants size; a particular body measurement; being able to easily do a certain activity; regularly feeling a favorite emotion; looking a certain way and receiving a sincere compliment from a loved one.
7. As always – live your life with passion and purpose.
8. Be a contributor. Help someone else be trim.
9. Enjoyably move on to your next challenges.
10. View your inspiring bonus video about how Beverly transformed into Joy and lost over 200 pounds naturally after being coached at a live Tony Robbins event! This video comes with a bonus section in this Action Workbook to guide you further on your own journey.

Keep the Momentum Going – Invest in Yourself Through Coaching!

If you want to give yourself the maximum support as you work towards the body you deserve (and by now you know you DO deserve it!) then you'll want to consider bringing a Tony Robbins Results Coach onto your own "personal success team!"

Every Tony Robbins Results Coach completes over 250 hours of training in the strategies you've learned in this program (so they'll meet you where you are) and many more proprietary methodologies – the same ones that Tony has used to create his own success and coach tens of thousands to their best life.

As the name suggests, your coach will help you get the results you're looking for, no matter where you are starting your journey, or what goals you want to attain.

To find out more: www.TonyRobbins.com/Coaching or 855-375-6384

NOTES

"If you don't set a baseline standard for what you'll accept in life, you'll find it's easy to slip into behaviors and attitudes or a quality of life that's far below what you deserve."

– Tony Robbins

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Step 1: Watch the Film

Beverly's Story: Two years before Beverly came to see Tony, she had been in a horrific car accident that pinned her to a telephone pole, crushing her left arm and her left heel and ripping all of the ligaments in her right knee. Over the next two years, she was virtually immobile and three different doctors had her on so many pain medications that she said she felt like a walking zombie. And during those years, she put on nearly 150 additional pounds. She had been heavy her entire life, ever since she started taking diet pills in college, and she had always had a problematic relationship with food, but this injury took her over the edge.

One day she saw a photo of herself and realized that she was almost as wide as she was tall. She was 5 feet 5 inches and weighed 356 pounds. She used to watch football games on TV and realized that she was heavier than the linemen playing the game! One day when she was with her doctor, who was prescribing her fourth breathing medication and her third blood pressure medication, she told him that she *had* to make a change – and change fast. She came to Tony's Date with Destiny® seminar, with losing weight at the very top of her list of priorities.

She stepped onstage with Tony and spoke with him for about an hour. When she went home, she sat down with a nutritionist and created a plan for getting healthy again. Over the next six years, she lost 200 pounds naturally, without any kind of diet foods, drugs or surgery. She did this by eating normal, healthy food and doing moderate, reasonable exercise.

She went from a size 28 (where 28 actually felt tight to her) to her current size, which is between an 8 and a 10. She reduced by 20 dress sizes! In total, she released 263 pounds, and she's maintained that for eight years. It was an incredible transformation. In fact, she said that recently her adult son wanted to tell her something. He said, "Mom, I'm not sure that it's very appropriate for me to be telling you this, but…you're a babe!" When Beverly first came onstage with Tony, that was the last compliment that she ever expected to hear from anyone, much less her son.

During the conversation, Tony did not give Beverly specific directions for her diet and exercise. This was because given the injuries and all of the things she had been through, the last thing that Beverly needed was more information. In fact, what she needed from Tony was definitely not "motivation" or pushing or a lecture on how to live her life. What she needed was a new *experience*.

She had been living under the shadow of some dominant emotions that were coloring her whole life. These dominant emotions are different for everyone, but for Beverly the emotion was fear – fear of being judged, fear of experiencing intimacy and fear of being herself. To an onlooker, Beverly simply seemed painfully shy. She revealed later that as a young girl she had been sexually abused and was an incest survivor, so she had good reason to feel the way she did. But at this point in her life, her fear and shyness were not serving her. They were killing her. What she desperately needed was the experience of appreciating herself, of relaxing, of enjoying herself and her flow of emotions.

So many people are so driven by a pattern of behaving or feeling that they miss out on the experience of life. So many people want to truly enjoy their life again, but they spend their time struggling with drives and desires about food, and also struggling with fat and exercise. When Beverly discovered the real obstacle in her life (Spoiler alert: It wasn't her weight!) and broke through her limiting patterns, she opened up her possibilities for living. And nearly a decade later, she is an active, vibrant grandmother and a woman who is healthier, happier and more fulfilled than ever before.

Step 2: What You Need to Know

The 3 Pillars of Permanent Weight Loss: Why do some people struggle to lose the same 20 pounds over and over, while others are able to lose weight naturally, even significant amounts, and keep it off? Successful people have these three pillars in place in their lives that help them meet their needs in healthy and productive ways:

1. **Focus –** Is your daily focus on things you can control or on unreliable things outside or your influence? Is your focus on experiences you want to have today or on your fears of what might happen? Successful people focus on what they want and can control, not on what they don't want or fear.

2. **Tools & Strategies** – Everyone has tools and strategies to meet their needs whether they know it or not. You need to know which ones work and which don't. Many people who struggle with their weight are using strategies to meet their needs – like using food for comfort and certainty – that don't work for being fit and healthy.

3. **Resolve Inner Conflicts** – Even when you have the first two pillars working for you, if you have an internal conflict, it can cause you to sabotage your best efforts and use food to manage things that food can't fix. You have to identify this conflict and resolve it.

"Love yourself first and everything falls into line. You really have to love yourself first to get anything done in this world."

– Lucille Ball

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The 6 Human Needs

The first step in changing any situation is to understand how that situation meets the 6 Human Needs. We all have these needs and we all spend much of our time and focus trying to meet them. In fact, Beverly was meeting most of her needs, but she was doing it in destructive, unhealthy ways. The 6 Human Needs are the most powerful and versatile tool we can use to create any kind of change in our life. Why? Because they hold the key to all human behavior, whether the behavior is positive or negative.

If you look at any successful person in any part of the world, you'll find that they truly understand their own needs – what makes them tick, what makes them passionate, what makes them committed. When you understand this about yourself, you can accomplish anything you set your mind to do.

So let's take a moment to understand what you're doing to meet your needs. When you understand that, you'll have access to the real source of power in your life.

Here are the 6 Human Needs, which are universal for everybody.

1. **Certainty** – Everyone needs to be comfortable – to have pleasure and avoid pain. Code words or alternate variations for certainty are comfort, security, safety, stability, groundedness, predictability and protection.

2. **Uncertainty / Variety** – Variety and challenges exercise our emotional and physical range. Our bodies, our minds, our emotional well-being all require uncertainty, exercise, suspense, variety and surprise. Code words for uncertainty / variety are instability, change, entertainment, suspense, exertion and surprise.

3. **Significance** – We all need to feel special, important, needed and wanted. Code words for significance are pride, importance, achievement, performance, perfection, evaluation, discipline and competition.

4. **Connection / Love** – Everyone needs connection with other human beings, and everyone strives for and hopes for love. Code words for connection / love are togetherness, belonging, passion, unity, warmth, tenderness and romance.

5. **Growth** – Everything is either growing or dying. We need to constantly develop emotionally, intellectually and spiritually. Code words for growth might include learning, expansion, challenge, skill-building and evolution.

6. **Contribution** – We all desire to go beyond our own needs and give to others. Everything in the universe contributes beyond itself or is eliminated. For Contribution, you might have code words like giving, sacrifice, selflessness and service.

The first four needs – certainty, uncertainty / variety, significance and connection / love – are essential for human *survival*. They are the fundamental needs of the personality; everyone must feel that they have met them on some level.

The last two needs – growth and contribution – are essential to human *fulfillment*. They are the needs of the spirit, and not everyone finds a way to satisfy them, although they are necessary for lasting fulfillment.

All of us share the same 6 Human Needs. That's how all people are alike. The way we are different is which needs we put first, above the others. Of those six needs, there are two that you experience so intensely that you will do almost anything to meet those needs. When you identify *your* two most important needs, you are discovering your driving motivation, what gives meaning and impetus to your life.

Exercise

Everybody prioritizes their needs in a different way. **Which of the six needs is number one for you? Which need is number two?** Write out the needs in order of importance for you, the first being most important.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Even though everyone experiences the same 6 Human Needs, everyone finds different ways of satisfying those needs. Also, the ways in which we try to meet our needs can be positive or negative. For instance, you can meet your needs for certainty in a wide variety of ways: by going to school and obtaining a degree or by doing as little as possible and avoiding challenges. You could try to meet them by using food, drugs or alcohol as a source of comfort or by hoarding money and material possessions. In each of these cases, there's an action or a habit that gives you the feeling of certainty. What habits do you have that give you certainty?

You can meet your need for uncertainty / variety in a variety of ways as well: productively by reading about different subjects and meeting different kinds of people or by eating many different foods and sampling different restaurants…or through trying high-risk sports or risking your life through violent behavior.

What's interesting about the 6 Human Needs is that you can meet *any* of the six needs in positive or negative ways. For instance, you can get connection / love by doing good deeds and acts of kindness, or you can get connection / love by being helpless and getting people to pity you. Depending on how you operate in the world, both of these actions can give you the feeling of connection with others. You can also feel connection by eating or doing drugs. You can meet your need for significance by accomplishing something great, or you can make yourself feel significant by criticizing someone else's accomplishment – same need, different ways to achieve it.

In short, each need can be met in a low-level way or in a high-level way. It's up to you to choose how you will meet your needs.

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Exercise

How Do You Meet Your Top 6 Needs?

Need #1: _____
(Certainty, Uncertainty / Variety, Significance, Connection / Love, Growth, Contribution)

Here are three ways that I currently meet this need:

1. _____

2. _____

3. _____

Need #2: _____
(Certainty, Uncertainty / Variety, Significance, Connection / Love, Growth, Contribution)

Here are three ways that I currently meet this need:

1. _____

2. _____

3. _____

Need #3: _____
(Certainty, Uncertainty / Variety, Significance, Connection / Love, Growth, Contribution)

Here are three ways that I currently meet this need:

1. _____

2. _____

3. _____

Need #4: _____
(Certainty, Uncertainty / Variety, Significance, Connection / Love, Growth, Contribution)

Here are three ways that I currently meet this need:

1. _____

2. _____

3. _____

Need #5: _____
(Certainty, Uncertainty / Variety, Significance, Connection / Love, Growth, Contribution)

Here are three ways that I currently meet this need:

1. _____

2. _____

3. _____

Need #6: _____
(Certainty, Uncertainty / Variety, Significance, Connection / Love, Growth, Contribution)

Here are three ways that I currently meet this need:

1. _____

2. _____

3. _____

"What lies behind us and what lies before us are small matters compared to what lies within us."

– Ralph Waldo Emerson

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Gaining Fulfillment Through the 6 Human Needs

Each of us is currently wired to strongly favor two needs. These two needs are the force that determines the direction of your life. If you can understand the needs that are driving you – and then understand exactly what you currently feel you must do to meet those needs – you are way ahead of the game.

Once you understand how you satisfy your two most important needs, you can see clearly what you need to change. Imagine someone whose most important need is to experience connection / love. In order to experience connection / love, they might need to feel respected or recognized by everyone they see on any given day. Each of us experiences being respected or recognized in a different way and we each have our own "rules:" Some of us need to be told that we are appreciated; some of us need to see a look in the eyes.

If a person doesn't feel recognized in this specific way, they will feel unloved and experience pain. What are the chances that on any given day everyone will respect them and recognize them in exactly the way they require? The answer is: not great. No matter who you are, you're going to run into people who don't respect and appreciate you, and even the people who do respect and appreciate you may not express it in the way that you need.

The bottom line is that you can't put those other people in charge of your happiness, so you want instead to organize your needs and values so that you can be certain of meeting your most important needs on a daily basis. For example, you might value connection / love as your most important need. But instead of expecting love from others in order to feel love, you could decide that you feel love every time you say "I love you" to your children, or you could feel love every time you feel grateful for the good things in your life.

If you set up your needs that way, you have a great chance of meeting your most important needs on a daily basis, because you are in control. People set themselves up to fulfill or to fail at fulfilling their most important needs by the way they decide on what has to happen for the needs to be fulfilled (their "rules").

Here is another example of how the 6 Human Needs work. Imagine that you value both certainty and connection / love. But which need do you value more? The person who values certainty over connection / love will not express or feel connection / love until they feel a strong sense of certainty. On the other hand, someone who values connection / love more will continue to express connection / love even when their certainty seems to be falling apart. When you understand clearly which needs you value more than the others, it is possible to understand your past decisions and to choose to change your priorities, or to decide to accept them and yourself as you are.

Now that you're clear how important the 6 Human Needs are in your life, it's time to reorganize how you experience your needs so that you get to have the emotions that are most important to you every day.

Here are some tips on how to manage your needs for greater happiness and fulfillment:

1. **Focus on giving the needs, not on getting.** What's more reliable and in your control: feeling love through giving love or feeling love through expecting to receive love from others? Giving puts you in control of your needs.
2. **Simplify your requirements for meeting your needs.** Instead of focusing on a "jackpot" – a big, ultimate, once-in-a-lifetime way to meet your needs – focus on many small ways you can meet your needs on a daily basis. For instance, appreciate the small things, and take pleasure in living according to your values. These are more consistent and reliable ways to meet your needs.
3. **Focus on things that are in your sphere of influence.** So many people do everything right to manage their state, only to let themselves get upset by something that is not in their control. Focus on what *you* can do today.

Exercise

Write down the order in which the 6 Human Needs will be important to you in the future (#1 being the most important):

Need #1: _____
(Certainty, Uncertainty / Variety, Significance, Connection / Love, Growth, Contribution)

Need #2: _____
(Certainty, Uncertainty / Variety, Significance, Connection / Love, Growth, Contribution)

Need #3: _____
(Certainty, Uncertainty / Variety, Significance, Connection / Love, Growth, Contribution)

Need #4: _____
(Certainty, Uncertainty / Variety, Significance, Connection / Love, Growth, Contribution)

Need #5: _____
(Certainty, Uncertainty / Variety, Significance, Connection / Love, Growth, Contribution)

Need #6: _____
(Certainty, Uncertainty / Variety, Significance, Connection / Love, Growth, Contribution)

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Now write down three ways in which you will satisfy your 6 Human Needs in the future:

Need #1: _____

In the future I will satisfy this need by:

1. _____

2. _____

3. _____

Need #2: _____

In the future I will satisfy this need by:

1. _____

2. _____

3. _____

Need #3: _____

In the future I will satisfy this need by:

1. _____

2. _____

3. _____

Need #4: _____

In the future I will satisfy this need by:

1. _____

2. _____

3. _____

Need #5: _____

In the future I will satisfy this need by:

1. _____

2. _____

3. _____

Need #6: _____

In the future I will satisfy this need by:

1. _____

2. _____

3. _____

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The Power of Emotions

There is no question today about the healing power of love and of positive emotions, as well as about the illness-inducing power of negative emotions such as fear and anger. Our emotions are the driving force for all of our accomplishments. Human beings are capable of incredible acts of courage because of love, fear, passion or desire.

The wish to feel loved and appreciated can lead to extraordinary accomplishments and to great self-sacrifice. Yet even when most people recognize the importance of emotions, curiously many feel that they have no control over their own emotions.

In fact, emotions are here to serve us. Fear keeps us from harm, love brings us together and even anger in certain contexts can serve to protect. The emotions that cause the real trouble, however, are the emotions that are obsolete – emotional habits that are not serving their real function and instead are causing damage. For example, an emotion such as fear may have been an appropriate emotion at the time someone was facing a dangerous situation, but fear and anxiety can continue over time even when there is no imminent danger. The emotion is getting fired off, even when it doesn't have a function, and eventually wears the person out.

Emotional patterns are formed in a certain way. First, there is an event that stimulates an emotion – for instance, something can suddenly happen, causing the emotion of surprise. When that happens, our mind focuses on the event in a certain way, giving it a meaning. We decide: Is this good or bad? Almost simultaneously our physiology changes according to whether the meaning is good or bad. This triggers the handful of emotions that we experience on a regular basis.

Do you habitually feel sadness or anger? Joy, fear, shame, disgust? Whatever emotion you tend to feel on a regular basis is usually the one that is activated. Once you are feeling that emotion, you will act accordingly. If it is sadness, you might cry, or if it is anger, you might fight; fear will make you hide or run away, and so on. The same event can trigger a different focus, meaning, physiology, emotion and therefore action.

Most people don't experience a broad range of emotions in their lives. They are limited to only a few that they experience over and over again, so no matter what the events, they will experience the same emotions that they regularly experience in their lives. So let's say there's a natural disaster or a robbery; the person who is frequently sad will feel sad, the angry person will be angry, the fearful one will be afraid and so on.

We run our patterns of emotions that give meaning to events and determine what we do and the meaning we give to life. These patterns are usually established early on in life, and by the time we become adults, they are obsolete. But we continue to run them, even though frequently they don't lead to the outcomes we would prefer.

Exercise

Make a list of all the emotions you experience in any given week or month in your life.

Now list these emotions in terms of the ones you experience most frequently (you will probably find that there are only three or four emotions that you experience on a regular basis):

Of these emotions, list the ones that are most intense:

Are these the emotions you want to experience? Yes _____ No _____

What emotions would you prefer? Write them down:

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We know how easily our emotions can change. Everyone has had the experience, for example, of feeling sad and then someone tells them a joke and they're laughing. They instantly changed from sadness to joy. If this can happen to you once, it can always happen. You can deliberately choose what emotions you want to experience most frequently.

Now, for each emotion that you would prefer to experience, write three ways by which you can ensure that you will experience that emotion on a daily basis:

Emotion #1: _____

I will experience this emotion on a daily basis by doing or thinking the following:

1. _____

2. _____

3. _____

Emotion #2: _____

I will experience this emotion on a daily basis by doing or thinking the following:

1. _____

2. _____

3. _____

Emotion #3: _____

I will experience this emotion on a daily basis by doing or thinking the following:

1. _____

2. _____

3. _____

Step 3: Apply This to Your Life

1. Beverly had a "little courageous person inside" that she was hiding. She had lived a life of fearfulness, undervaluing herself and feeling like she had to "do something" in order to be a worthy person. **Do you have a person inside who is just aching to come out? If you did, what would this person be like?**

2. Many people feel that they have a voice inside their head that is critical and discouraging. Some people even feel that they have a voice giving them discouraging comments and thoughts every hour! If you are struggling with a critical inner voice, here is a strategy for you.

   First, give your voice a name and even a face and a history. For instance, a woman we know jokingly named her inner voice "Stan." She then explained that poor "Stan" had an unhappy childhood and that now at age 47 he is a bitter man. So when Stan speaks up with his criticisms, she gently explains to him why he's mistaken, feeling sorry for him all the while.

   Another person had a different inner voice – the voice that kept inviting her to have some cake and some ice cream, to go out and buy some Pop-Tarts. What she did was name her voice "Baby," saying it's a 3-year-old girl who often asks for the wrong foods at the wrong times. So instead of feeling that this voice inside her head is driving her crazy, she can say: "No, no, Baby, it's not time for Pop-Tarts right now. It's time for celery. You need to get your nutrition."

   It's kind of fun and crazy, but here's the key: When you have a bad habit that you want to eliminate, the first thing to do is to change it in some way so you can gain control. You need to add something to it that breaks the pattern. By naming your inner voice and giving it a character, you can control it. **What is your critical or sabotaging inner voice saying to you? What name and character could you give him/her?**

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3. **How do your eating and health habits play into your two most important Human Needs?**

4. **Think of some other powerful ways that you could meet those needs.**

Like Beverly – now "Joy" – you too can set yourself free from the patterns that have kept you trapped in unhealthy behaviors, looking to food to meet your needs. Having the courage to examine your 3 Pillars of Weight Loss (your focus, strategies and inner conflicts) and identify your top human needs and how you currently meet them will allow you to open up to a whole new life full of new possibilities.

But like Joy, you won't be a new person. You'll be coming home to the authentic, amazing human being you really are. You can begin today. Are you ready?

Acknowledgment

Thank you to Cloé Madanes and Mark Peysha who helped create and produce this bonus film. Cloé is a world-renowned systemic thinker, a teacher of psychotherapy and one of the originators of the strategic approach to family therapy. Cloé's contribution was invaluable for helping you, the viewer, relate what was happening in the film to your own life. Mark, a life coach with a specialty in strategic communication, relationship and family issues, masterfully directed the intervention video.

The Robbins-Madanes Center for Strategic Intervention is dedicated to the solution of interpersonal conflict, the prevention of violence and the creation of a more cohesive and civil community. For further information about the Robbins-Madanes Center for Strategic Intervention, please contact:

www.RobbinsMadanes.com
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NOTES

"You contain a magnetic power within you that is more powerful than anything in this world, and this unfathomable magnetic power is emitted through your thoughts."

– Rhonda Byrne

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Day 1: Take Charge of Your Mind, Body & Emotions

No.	Title
1	Creating the Body You Deserve
2	6 Fundamental Steps: Neuro Associative Conditioning
3	Interrupting Patterns
4	Reinforcing Behavior
5	CANI: Constant and Never Ending Improvement
6	Commit to Doing: Listen & Follow Through
7	Do These 3 Actions TODAY

Day 2: The Power of Beliefs

No.	Title
1	What Would Prevent You from Creating the Body You Deserve?
2	The Power of Core Beliefs
3	Empowering & Limiting Beliefs
4	Exercise: Hoping vs. Absolute Certainty
5	Break Through Limiting Beliefs
6	The 10 Characteristics of Success

Day 3: Step 1: Make Change a MUST

No.	Title
1	Whatever Standard You Set, You've Got to Live by It!
2	What Pushed You over the Edge?
3	Get REAL Leverage
4	Break Away from Pain
5	What Excuses Are You Using?
6	Exercise: Dickens Process (Past & Present)
7	Exercise: Dickens Process (Future)
8	Linking Consequences
9	Linking Pleasure
10	Tiny Improvements
11	Getting More Leverage
12	Reinforce Yourself TODAY
13	Exercise: What Price Will You Pay?

Day 4: The Behavior Chain: How to Interpret Old Patterns

No.	Title
1	Redirecting Your Power
2	How Do We Change Our Behavior?
3	How Can I Measure My Progress?
4	What Are Your Triggers?
5	Break Out of the Cues!
6	Exercise: Change Your State
7	Legitimate Physical Cues
8	Reinforce Good Behavior
9	Wake Up: 3 Ways to Overcome External Cues

Day 5: The Language of Success

No.	Title
1	Exercise: Resolve Your Outcome
2	Exercise: Break the Limiting Pattern
3	Congratulations on Sticking with This Program!
4	Compulsion Blowout

Day 6: Urge Management: Tools to Make Change Last

No.	Title
1	Binging
2	Illusion of Loss
3	Exercise: Urge Management
4	Exercise: Increasing Your Urge
5	Exercise: Change Your Focus
6	Be the Creator of Your Life
7	What Did You Do to Get Back to Zero?
8	Intensify Your Desire for HEALTH
9	What Makes You Feel Good?
10	Counterfeit Feelings
11	You Are in Control!
12	Breaking Negative Conditioning
13	Fat Transplant Thoughts
14	Exercise: Change Your Physiology

Day 7: Become a Peak Performer Pt 1

No.	Title
1	Conditioning Yourself
2	Practice Negative Thinking in a Positive Way
3	Break Your Pattern, Create an Alternative & Condition It
4	Breakthrough Ideas
5	Reframing
6	Exercise: Identify Your Transplant Thoughts

Day 8: Become a Peak Performer Pt 2

No.	Title
1	Rules
2	Exercise: What I Must Do
3	Girl Scout Cookie Syndrome

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Day 9: Maintain the Body You Deserve for Life Pt 1

No.	Title
1	Secondary Gain
2	Direction Creates Destiny
3	6-Step Reframe
4	Exercise: NOFD – New Orleans Flexibility Drill
5	Exercise: NOFD – Run Through Your Day
6	Exercise: NOFD – A Typical Day with an Advisor
7	Exercise: NOFD – A Typical Day on Your Own
8	NOFD: Using Anchors

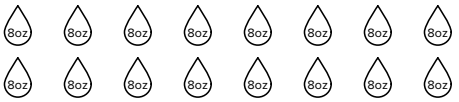
Day 10: Maintain the Body You Deserve for Life Pt 2

No.	Title
1	Beginning of a Brand New Life
2	Plan for Challenges
3	FIPP: Forgive Yourself
4	FIPP: Investigate, Plan & Practice Your Plan

DAY # _____ (M) (T) (W) (T) (F) (S) (S)

	BREAKFAST	LUNCH	DINNER	SNACKS
FOOD				
DRINKS				

WATER / HYDRATION
(Water, Sparkling Water, Greens or Electrolytes.
NOT Soda, Coffee, Juices)



DID I MOVE? (Y) (N) _____
(Activity)

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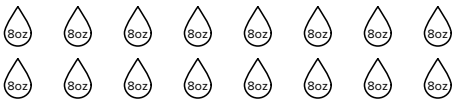

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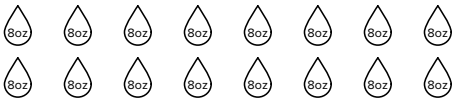

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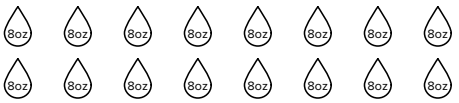

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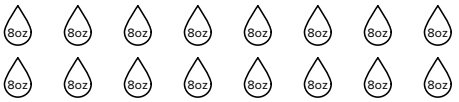

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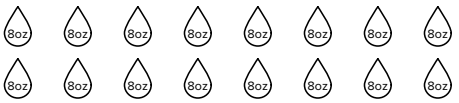

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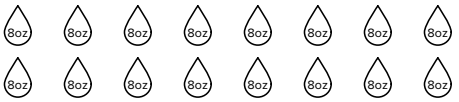

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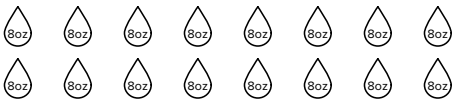

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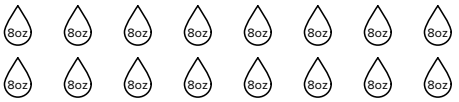

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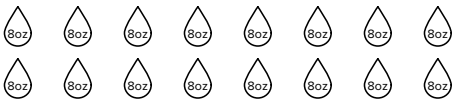

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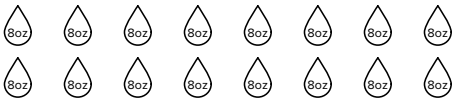

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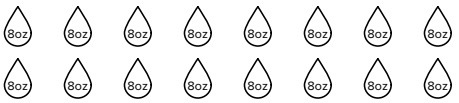

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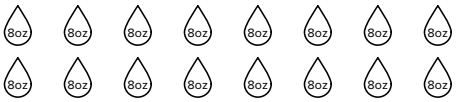

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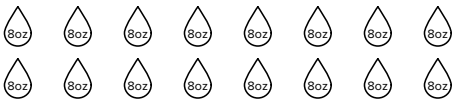

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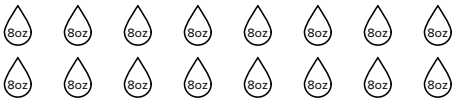

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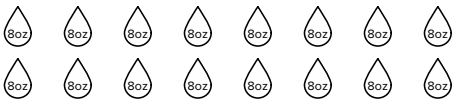


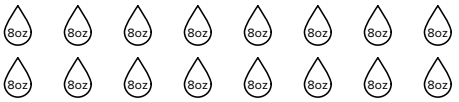
DID I MOVE? (Y) (N)

_____
(Activity)

DAY # _____ (M) (T) (W) (T) (F) (S) (S)

	BREAKFAST	LUNCH	DINNER	SNACKS
FOOD				
DRINKS				

WATER / HYDRATION
(Water, Sparkling Water, Greens or Electrolytes.
NOT Soda, Coffee, Juices)



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(Activity)

DAY # _____ (M) (T) (W) (T) (F) (S) (S)

	BREAKFAST	LUNCH	DINNER	SNACKS
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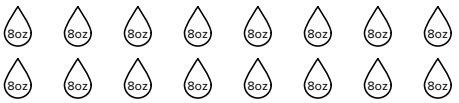

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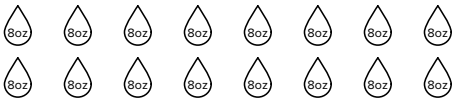

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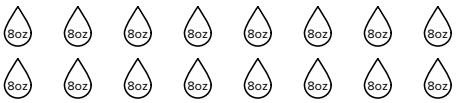

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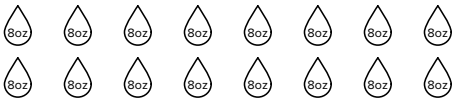

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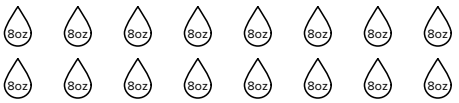

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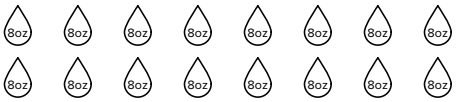

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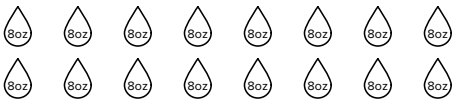

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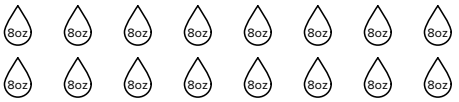

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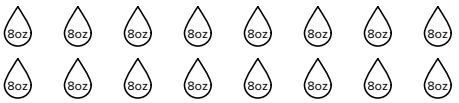

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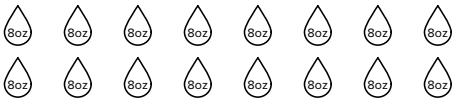

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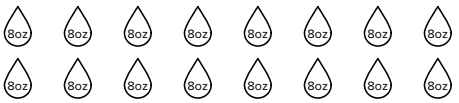

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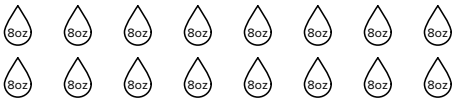

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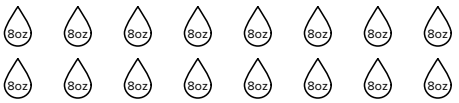

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